63 WINDOWS THAT SELL HARDWARE

and

how to make them!

EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

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EFFECTIVE WINDOWS

LEAD THE WAY TO

HARDWARE PROFITS

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The HARDWARE AGE Interchangeable

How You Can Build Them Yourself

THE HARDWARE AGE Interchangeable Display Units are interchangeable in every sense of the word, as over 100 practical backgrounds and floor arrangements for clever merchandise showings may be had, each one being entirely different in its constructional lines.

One reason why so many retail show windows are not effective is the fact that the man who arranges them fails to secure a graduated height in the display. As a result, the entire arrangement has a flat and unattractive appearance. The interchangeable set of units shown in the accompanying illustrations were designed to eliminate this inartistic effect. They were designed by a leading displayman and are practical for use in large or small windows. These units can be readily built of pine lumber and composition board by your local carpenter or your displayman, if he has a work room suitable for the purpose.

Build 19 Pieces

We recommend that you build a set consisting of 19 pieces. As there are only seven different units, a number of duplicates are required. The measurements of the various units are as follows:

No. 1—Length, 56 in.; width, 28 in.; depth, 4 in.

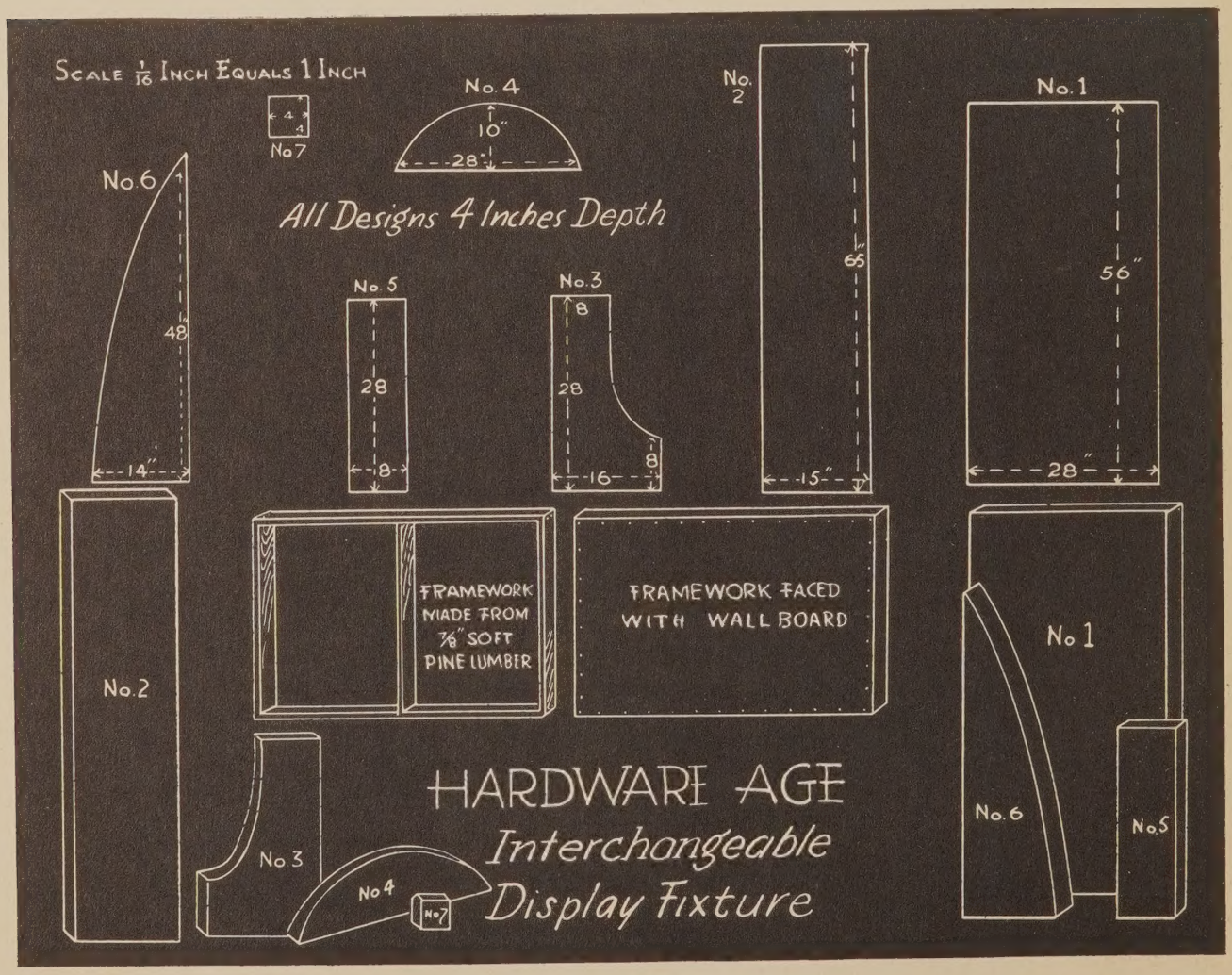
No. 2—Length, 65 in.; width, 15 in.; depth, 4 in.

No. 3—Length, 28 in.; width, 16 in.; depth, 4 in.

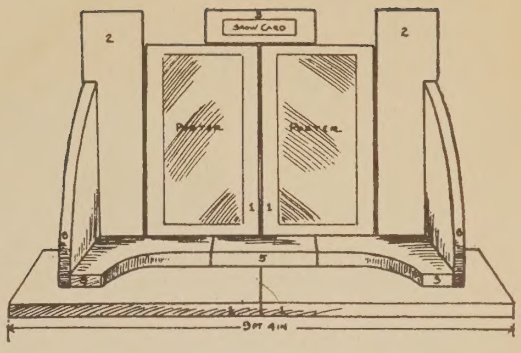
No. 4—Length, 28 in.; extreme width, 10 in.; depth, 4 in.

No. 5—Height, 26 in.; width, 8 in.; depth, 4 in.

No. 6—Height, 48 in.; extreme width, 14 in.; thickness, 4 in.



Display Units



No. 7—Square, 4 by 4 by 4 in.

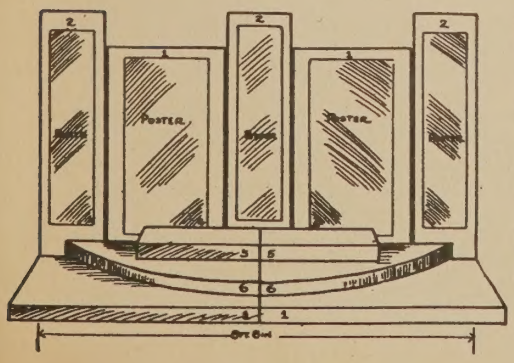
The framework for each unit should be made of pine lumber 3½ in. wide and ⅞ in. thick. Each unit should be braced inside with additional cross-pieces, according to the weight of merchandise that is to be placed on it. Units No. 3, 4 and 6 are made of bendable wall board. All of the fixtures should be built in complete box form and finished on all sides so they will be substantial in their construction.

A summary of the number of units recommended for the 19 piece set is as follows:

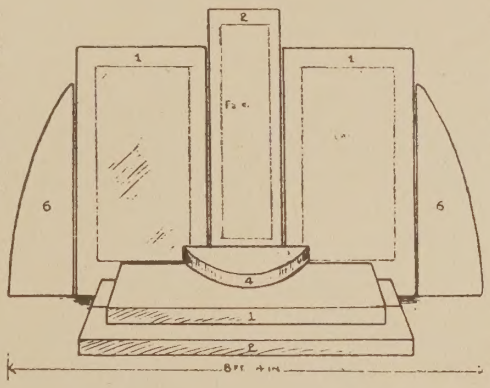
Four of No. 1, 3 of No. 2, 2 of No. 3, 2 of No. 4, 2 of No. 5, 2 of No. 6, 4 of No. 7.

Finishing

The method of finishing the various pieces will be governed by the amount of money you wish to spend. Without question, the most effective and high-class covering is either velour or plush to harmonize in a pleasing way with the window backgrounds. The most inexpensive way to finish these units would be to paint them with good cold water paint, but this finish is unsatisfactory, as it soils very easily and is difficult to clean. We suggest if paint is to be used, you select an oil paint with a dull or semi-gloss finish. The semi-gloss finish will be easier to keep clean than the dull finish. The advantage of using oil paint is that the cost is very little, and they can be finished in a different color from time to time.



There are also a number of inexpensive fabrics suitable for the purpose, such as denim, burlap, linings having a mercerized finish and other plain drapery fabrics usually sold in department stores. In addition to these, there are various kinds of plain

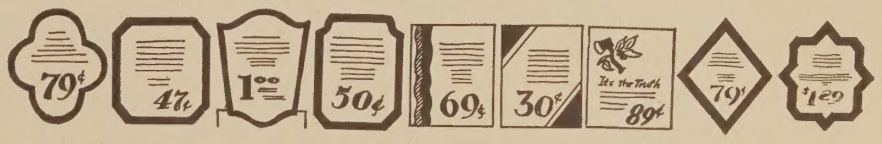


and ornamental papers, as well as imitation leathers, such as fabricoid, that will answer the purpose.

While these units may be finished in many different ways, there are four which we believe more practical than others, either velour, plush, oil paint or imitation leather. Either one of these will give excellent service, will be found easy to clean and may be used indefinitely with little or no attention.

Preferred Finishes

Illustrations on this page show an assembly of these units suitable for a window trim. There is practically no limit to the number of changes that can be made with these pieces. They were originally designed for use in the window, but some of the units, especially the smaller ones, will be found very convenient for interior displays.



Price Tickets Play A Part

WHEN the fixtures are completed, plan to make the window display do its real stuff by having price tickets that really play a part in SELLING. Design, color and copy are all important. Design, may follow the window trimmer's fancy, but color should be governed somewhat by the season. In the spring cooler colors, such as green tints, yellow-green and lavender are most appropriate. Summer calls for the coolest possible colors, like pale blues, combined with green and white. As autumn arrives warmth is again utilized and the browns and tans, red tints, perhaps relieved with small amounts of blue are suitable. Winter, obviously, calls for real warm colors, reds, browns, black, oranges, etc.

Copy should be SELLING copy. Just as you search the catalogs and manufacturers' advertising matter for value-creating phrases in your advertising, so should you in writing your price tickets. Each card should bear a line, in addition to the price and item identification, which gives a logical reason why it is better value, or why the customer should own it. Never use phrases that tear down value, such as "cheap," "Marked down," "bargain," etc. There are plenty of good, believable reasons for offering good merchandise. Use them.

The Hardware Age PLATFORM

Hardware Age Believes:—

1—With proper cost control, distribution from manufacturer-to-wholesaler-to-retailer will continue the economical and practical method for merchandising most hardware lines.

2—Retailers should focus their effort and thinking more on selling than on buying, and should concentrate their buying in the fewest possible sources of supply. Sales opportunities should govern purchases.

3—The wholesaler function cannot be eliminated, though distribution costs could and should be reduced. Cooperative buying transfers but does not eliminate the jobbing function and its costs. In most cases, cooperative groups could work successfully with existing wholesaler machinery, if all factors observe rigidly the conditions required in a cooperative group. A compromise may be the further development of jobber owned retail stores or dealer owned jobbing plants.

4—Price competition will always be a vital factor in retailing, but permanent success demands a new appreciation of quality merchandise. Added costs that do not carry with them added value to the consumer should be eliminated. Manufacturers' suggested resale prices should provide adequate margins for both wholesaler and retailer, giving full consideration to required stock investment and to frequency of turnover. Manufacturers who aim to distribute mainly through hardware channels should avoid price discrimination in favor of chain store and mail order companies. If they furnish such outlets with competitive grade products at special prices they should offer their regular distributors the same goods on the same basis.

5—The basic problems of retail hardware dealers are: to get more people into their stores; to provide a store in which service, variety of goods and values encourage patronage; to facilitate second or extra sales by grouping related merchandise together; to promote aggressively the sale of more higher price units to offset the narrow margins of many small sales which are inseparable from hardware retailing, and to develop outside selling.

6—Hardware dealers should promote the sale of all related specialties which have a profitable market, but not to the detriment of standard backbone lines such as tools, builder's hardware, housefurnishings, paints, etc. With proper balance of effort and thinking, specialties should help sell staples and vice versa.

7—The hardware store should resume the mechanical services which formerly centered there: tinsmith and sheet metal shopwork, sharpening scissors, skates, lawn mowers and edge tools; making keys, fixing locks, putting in window glass, miscellaneous simple repairs, etc. Such services are profitable and attract customers.

8—A few strictly cash-and-carry retail hardware stores can succeed. For the majority of stores, a sane credit and installment selling basis is desirable. American consumers expect such extra service plus deliveries, particularly when they buy higher value units.

9—Window and interior displays should include visible, value-creating price cards, and a higher standard of lighting. Window displays and interior lay-outs (particularly table displays) call for frequent change.

10—Hardware merchants should give more attention to selecting and training sales personnel. This means regular store meetings and constant use of helps offered by business papers, trade associations and traveling salesmen. Experienced employees should share authority and responsibility.

11—Merchants and employees should adapt all useful methods practised by chain stores, mail order houses and other competitors.

With full confidence in the future of the hardware business, Hardware Age *dedicates its editorial efforts to the principles embodied in these eleven points.*

Harmony Chart Will Aid Paint and Color Ware Salespeople

NOTE—*When three colors are used to obtain a contrast, a more pleasing effect will result if two of these are blends and a third is a contrast than if three contrasting colors are combined. Any three blends, however, may be used together. In these harmonies the best effects are obtained if one color predominates, the second color is less prominent and the third color is subordinate to the other two.*

	DARK BROWN	BROWN	TAN	CREAM	GREY	LAVENDER	PURPLE	HELIO OR RED PURPL	WINE OR MAROON	RED	PINK	ORANGE	YELLOW	OLIVE	GREEN	LIGHT GREEN	MYRTLE GREEN	NAVY	BLUE	LIGHT BLUE
LIGHT BLUE	BAD C	BAD C	GOOD C	GOOD C	GOOD B	GOOD B	BAD B	BAD B	BAD C	BAD C	GOOD C	BAD C	BAD C	GOOD C	BAD B	GOOD B	GOOD B	GOOD B	GOOD B	
BLUE	GOOD C	GOOD C	GOOD C	GOOD C	GOOD B	GOOD B	GOOD B	GOOD B	BAD C	BAD C	BAD C	GOOD C	GOOD C	GOOD C	GOOD B	GOOD B	BAD B	GOOD B		GOOD B
NAVY	GOOD C	GOOD C	GOOD C	GOOD C	GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	GOOD C	BAD C	GOOD C	GOOD C	BAD C	GOOD B	GOOD B	GOOD B		GOOD B	GOOD B
MYRTLE GREEN	BAD C	BAD C	GOOD C	GOOD C	GOOD B	BAD B	GOOD B	GOOD C	BAD C	GOOD C	BAD C	BAD C	GOOD C	BAD B	GOOD B	GOOD B		GOOD B	BAD B	GOOD B
LIGHT GREEN	GOOD C	GOOD C	GOOD C	GOOD C	GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	GOOD B	GOOD B	GOOD B		GOOD B	GOOD B	GOOD B	GOOD B
GREEN	GOOD C	GOOD C	GOOD C	GOOD C	GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	GOOD B	GOOD B		GOOD B	GOOD B	GOOD B	GOOD B	BAD B
OLIVE	GOOD B	GOOD B	GOOD B	GOOD C	BAD C	GOOD C	BAD C	BAD C	GOOD C	GOOD C	GOOD C	GOOD B	GOOD B		GOOD B	GOOD B	BAD B	BAD C	GOOD C	GOOD C
YELLOW	GOOD B	GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	BAD C	GOOD B		GOOD B	GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	BAD C
ORANGE	GOOD B	GOOD B	GOOD B	GOOD B	GOOD C	BAD C	GOOD C	GOOD C	BAD C	GOOD B	BAD C		GOOD B	GOOD B	GOOD C	GOOD C	BAD C	GOOD C	GOOD C	BAD C
PINK	BAD C	BAD C	BAD C	GOOD B	GOOD C	GOOD B	GOOD B	GOOD B	GOOD B	GOOD B		BAD C	BAD C	GOOD C	GOOD C	GOOD C	BAD C	BAD C	BAD C	GOOD C
RED	GOOD B	GOOD B	BAD C	GOOD C	GOOD C	BAD C	BAD B	GOOD B	GOOD B		GOOD B	GOOD B	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	BAD C	BAD C
WINE OR MAROON	GOOD B	GOOD B	GOOD C	GOOD C	GOOD C	BAD B	GOOD B	GOOD B		GOOD B	GOOD B	BAD C	GOOD C	GOOD C	GOOD C	GOOD C	BAD C	GOOD C	BAD C	BAD C
HELIO OR RED PURP.	GOOD B	GOOD B	GOOD C	GOOD C	GOOD B	BAD B	GOOD B		GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	BAD C	GOOD C	GOOD C	GOOD C	GOOD C	GOOD B	BAD B
PURPLE	GOOD B	GOOD B	GOOD C	GOOD C	GOOD B	GOOD B		GOOD B	GOOD B	BAD B	GOOD B	GOOD C	GOOD C	BAD C	GOOD C	GOOD C	GOOD B	GOOD B	GOOD B	BAD B
LAVENDER	GOOD B	GOOD B	GOOD C	GOOD C	GOOD B		GOOD B	BAD B	BAD B	BAD C	GOOD B	BAD C	GOOD C	GOOD C	GOOD B	GOOD B	BAD B	GOOD B	GOOD B	GOOD B
GRAY	BAD B	BAD B	BAD B	GOOD B		GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	BAD C	GOOD B	GOOD B	GOOD B	GOOD B	GOOD B	GOOD B
CREAM	GOOD B	GOOD B	GOOD B		GOOD B	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C
TAN	GOOD B	GOOD B		GOOD B	BAD B	GOOD C	GOOD C	GOOD C	GOOD C	BAD C	BAD C	GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C	GOOD C
BROWN	GOOD B		GOOD B	GOOD B	BAD B	GOOD B	GOOD B	GOOD B	GOOD B	GOOD B	BAD C	GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	BAD C	GOOD C	GOOD C	BAD C
DARK BROWN		GOOD B	GOOD B	GOOD B	BAD B	GOOD B	GOOD B	GOOD B	GOOD B	GOOD B	BAD C	GOOD B	GOOD B	GOOD B	GOOD C	GOOD C	BAD C	GOOD C	GOOD C	BAD C

"B" means BLEND. Under "good" it indicates a harmonious combination of *related colors.*

"C" if under "good," indicates a harmonious combination of contrasting colors.

SALESMEN and others having to do with paint are often puzzled by the questions asked by paint customers as to the use of this color with that or "I like pink for my curtains; what color can I use for the woodwork?"

Personal taste is never a safe guide in answering such questions. The effort should be made to build a harmonious color scheme that will please the most people. The salesperson's taste may be "peculiar." Or the customer's taste as to colors may be affected by partial color blindness. We have known paint salesmen who confused pink and yellow and other shades.

It is never quite safe to make up color designs for room trim, furniture, and other paint layouts from color cards and painted paddles. These are highly useful for identifying colors, but holding two of them together does not always give a clear idea of how the colors will look in general use.

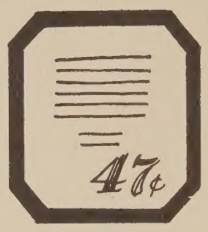
The science of color is in general quite simple, the trouble is so many colors are known by names that give no suggestion as to what they are. This science is derived from nature, not alone from the leaves and flowers of plants, which *never* clash, but from the rainbow, the refraction through raindrops of the sun's rays. In the rainbow we have six colors: Red, Orange, Yellow, Green, Blue and Violet. Red, Yellow and Blue are pure, or primary colors. The overlapping of the Red and Yellow refracted rays form the orange of the rainbow; of the Yellow and Blue, the Green; and of the Blue and Red, the Violet.

In contrasting harmony, a color goes best with its opposite, which, remember, also intensifies it. Thus Green, the mixture of the primaries Yellow and Blue, is the opposite of Red, the third primary, etc., as shown on the wheel herewith (No. 1 across to No. 1). Note, also, that as the green inclines to blue the red must incline to orange. (No. 12 across to No. 12), etc.

Price Tickets Should

How to make them tell an efficient sales story and bring the customers into the store.

by J. A. WARREN

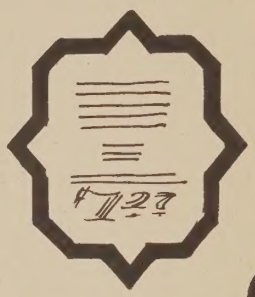


ONE of the strongest weapons in the merchandising of goods in the more successful stores throughout the country is the price ticket.

In many instances the price ticket (not the price) is the main feature of window and store displays. From one to two dozen tickets all uniform in size, shape and color scheme, form an attractive and effective display. Their mere repetition serves not only to drive home the display to the mind of the shopper, but when a new display is installed, a new dress of price tickets is a striking change from the old display. Frequently an entirely new appearance can be given to much the same window display simply by changing the ticket dress.

Ticket Designs

In the accompanying illustration are presented ten different shape suggestions for price tickets. Of course, where larger show cards are used the same design as that for the price ticket may be used with good effect. These tickets are intended to be done in color, the borders and the price being in color and the sales message in black. The cardboard itself may also introduce a note of color, but usually is very effective in white. Later in this article we will deal with color combinations and how to produce them.



The third ticket here is made by combining the outlines of numbers one and two. If you make a master card of durable cardboard you can easily make these designs by marking a pencil line around the master and then cutting with the shears. You can make a couple of dozen of these in short order.

Price Ticket Copy

Here is a matter which warrants more than casual attention. Too many price tickets bear the legend "special" "marked down" and various other suggestions of lowered value. To make your prospect want to buy an article it is necessary first to create desire for it in his mind. It is important to carefully consider what you write in the way of value creating copy for the price ticket. It must be brief, free from claims that arouse suspicion in the mind of the window shopper, and in most cases it is better to give the underlying reasons for quality in the merchandise rather than to make a bald claim that you are offering quality goods. I am more interested in the fact that your garden rake has a strong, light weight handle and extra durable teeth, than I am in any claim that you may make that it is "the best made." Most articles are "the best made."

Here are a few suggestions for copy to help you get the idea of what we mean by "value creating copy."

Hammers—well balanced, selected tool steel head, straight grain hickory handle. . . . 0.00

Planes—Chrome alloy steel cutters, adjustable sidewise or endwise 0.00

Chisels—For hard and soft woodwork, rust resisting . 0.00

Saws—Tapered to prevent buckling. A fast and keen tool 0.00

These are merely suggestions that indicate the sort of information that the buyer of tools will be interested in. It is necessary to consider the nature of the merchandise in order to determine the appeal that must be made. For instance, if you are offering a display of housefurnishings, your housewife will not be so interested in the material that is

SAY SOMETHING!

used in the manufacture of the article as she will be in what the article will do to make her work lighter or more satisfactory, but the thrifty housewife will have some consideration for durability as well as appearance. She will read tickets that say:

Double Boiler, Upper part holds 1½ quarts, lower 2 quarts. An excellent value.....00c

Percolators. Wide bottom for quick heating 00c

Shears. Fine cutting edge that stays sharp. Cut all the way to the point.....0.00

Knives. Stainless, hand ground, no rust, no scouring....0.00

Skillet. Fries evenly, easily cleaned 00c

You will note that in the tickets addressed to women shoppers the appeal stresses performance rather than material. If you can add to that the appeal of appearance, so much the better. But prepare your ticket copy with the utmost care before you start the lettering or turn it over to your sign writer.

Color Combinations

Color should be chosen with some thought for the season in which it is used. It is actually possible to turn a customer away from your store or window display with the wrong color, if it is strong enough. For instance, on a hot day, reds, oranges and brilliant yellows are positively discouraging to most people. Conversely cold blues and greens in a frigid day will not spell welcome to your place of business. All you have to do, however, is to reverse the positions. Nothing is more hospitable on a cold winter day than warm colors, such as orange, red and yellow.

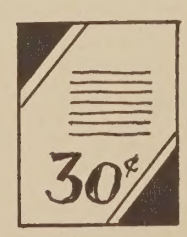
When springtime rolls around again you can go in for purples and lavender since these shades are half warm and half cold, being made from red and blue basically. White is mixed to produce the lavender.

In the autumn the various shades of brown are appropriate and restful.

How to Combine Them

While we are taught that red and green are complimentary as are also yellow and purple these colors in their full strength are somewhat hard and compete too much with the merchandise for attention. They must either be subdued by mixing white with them producing the tints or they may be used in another way: It is a safe plan to use the different tones of the same color, as brown and buff, purple and lavender, dark and light blue, etc.

Next week, and in the second issue of each month thereafter, HARDWARE AGE will present suggestions for specific designs and color schemes. With the advertising service and the suggested window displays you have a winning combination that will spell profits and more sales.



Use ONE only design with each window trim. Make as many tickets as required from the same design. It is the repetition which gives the trim its effect. Follow these articles, which will appear each month, second issue.

Tickets like these are effective for special events and holiday use.

The Hardware Age Talkerticket

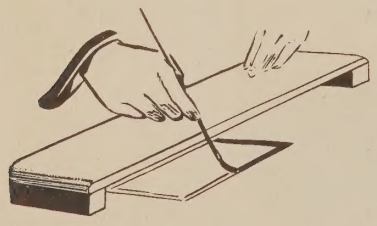
For January It's Orange

by J. A. WARREN

REALIZING the importance of the price ticket as a selling force, HARDWARE AGE carried a story last week pointing out the essential points in the preparation of copy, designs and colors.

Several designs and their color schemes were suggested as patterns for uniform sets of tickets. It was pointed out that the ticket is a part of the window dress, both as to number and color. The title of this article was "Price Tickets Should Say Something."

On this page and in second issue of each month we will show an actual size price ticket, in its suggested color scheme. This ticket may be used as a guide for cutting out the required number of tickets from cardboard of a tint as near the color shown as possible. When this has been done it is a simple matter to take some show card color and paint a border on the tickets the shade shown here.



A great assistance in making these borders is the hand rest illustrated. This is made from a straight edge, such as a piece of an old T-square mounted on a couple of blocks about 3/4 inch high. It is also a good help in lettering.

A New Design Each Month

There will be a new design and a new color scheme, chosen specially to suit the season, in each of the monthly articles. Also suggestions for value creating copy will be included.

The lettering on the card illustrated is done with a speed ball pen and is not difficult. Very little practice in the matter of spacing letters and in forming the groups of lines will enable you to produce a good card.

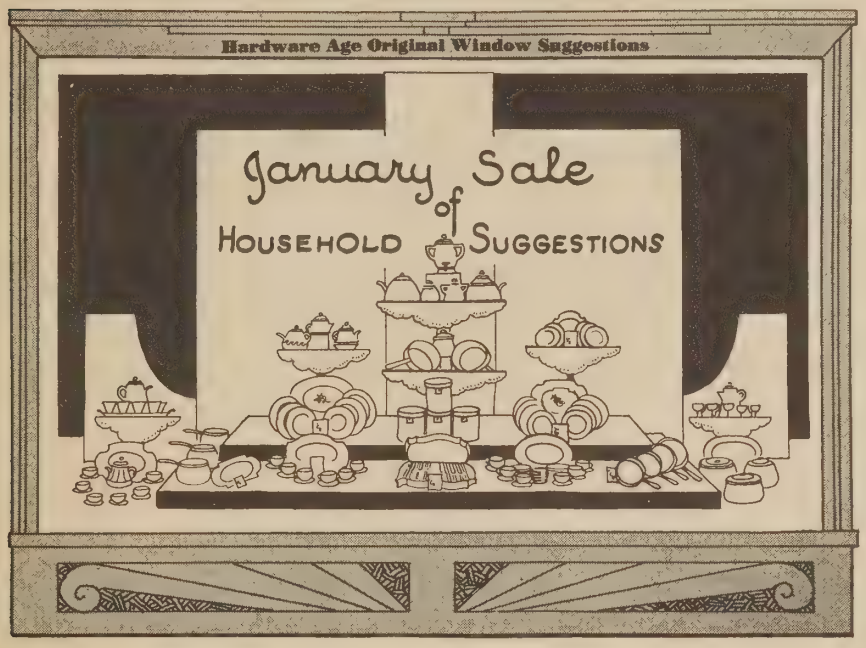
In your HARDWARE AGE for February 11 you will find another ticket design.

1933—Let 'er Go!

Better Windows Will Help

HERE we are ready to begin a new year, with a resolution to do things more adequately than heretofore. No resolution will be more laudable than one calling for enthusiastic attention to window-trims. HARDWARE AGE will, with renewed energy, provide the inspiration in the form of its original window display suggestions.

Two "bread and butter" windows are offered on this page. We call them "bread and butter" windows because they take everyday necessities for the home and arrange them in an attractive, sales producing fashion. These items are often neglected in the desire to produce an artistic effect. There is nothing particularly beautiful about a washboard, but the fact is that it can, along with its related items, be called to the attention of the housewife effectively.



The HARDWARE AGE Interchangeable Display Fixtures are used in both these suggested trims. The instruction sheet for building these yourself is available without charge. Address the Window Display Editor. You will readily recognize the various units from the working plans.

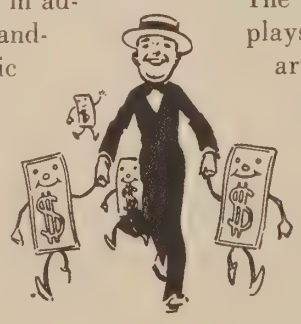
Note in the January Sale window how the artist-display man has added the homelike touch in displaying the china by the use of scalloped paper doilies. A generous supply of uniformly designed price tickets will make these displays stand out among the windows of your business street.

In the photographs we have two windows that featured merchandise which occupied a very important part of every hardware stock and deserves attention from the advertising and display man more frequently. The cutlery and abrasive stone window at the top of page 37 was used successfully by Weed & Co., Buffalo, N. Y. In this case the background effect was obtained by using the manufacturer's sales helps. Cutlery, by its very nature, makes a strikingly attractive window or store display.

Heating equipment, including stove pipes, elbows, etc., might easily be considered merchandise for the warehouse by some dealers, but the Peaslie Hardware Co., Forest Park, Ill., have found a way to show it effectively in their display window. Their appeal to the purchaser of heating equipment ranges from the small kerosene heater to Timken Oil Heat.

The Hardware Age Original

ONE of the most successful advertisers, even in these times, is Kenneth Collins, who directs the advertising of one of the country's greatest stores. He has just brought out a book on the subject. Reviews of this book indicate that Mr. Collins has made truth in advertising pay out handsomely. The public *does* recognize honest values, and when convinced of such values, it will respond with real "cash money." Price is not the only consideration—other stores are offering a flood of cheap merchandise as well as merchandise cheap, but the public is not convinced of its *value*. The answer seems to be that merchandising that gets the "no foolin'" idea across will get the business.



The well organized displays designed by our artist-display man inspire confidence in the value of your merchandise. Built upon the order preserving HARDWARE AGE interchangeable display fixture, and kept free from cheapness, they attract the dollars of people who become regular customers. Principles of display are carefully taken into account when designing these windows.

Instructions for Building

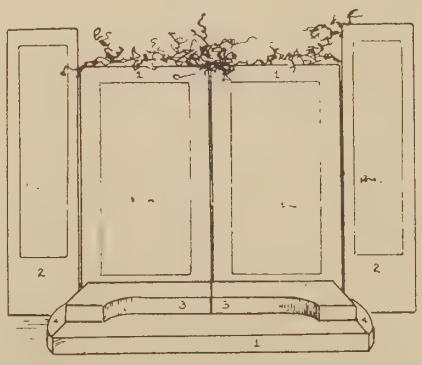
If you have not already sent for the reprint of an article telling you how you can build these fixtures for yourself, do it now. It is sent for the asking. There is no other condition attached to it. This set of fixtures will enable you to use the suggested windows presented with each issue.

EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

Window Display Suggestions

At this season the color combinations should begin to lean toward the cooler tints. Pale greens of different strength will fit the season — the warmer the season the cooler the color. Within the next few weeks we can commence to introduce blues in our color arrangements. Items like refrigerators, electric fans, etc., are aided by the suggestion of coolness obtained by using combinations of pale green, blue and white. In the housefurnishings window the crepe paper tubing radiating to the outer sides and corners will provide most of the color needed.

The fixture arrangement shown in the small illustration on this page is the basis for the displays above. The small fixtures number four, shown on the floor a the sides are simply stood up on end in the window displays. Otherwise the arrangement is identical.



This diagram shows the main arrangement of the interchangeable fixtures of the windows above.

This use of fixtures helps to get the merchandise displays up off the floor of the window easily, so that they are in the natural line of vision when viewed from the sidewalk.

As regularly advocated the price tickets used are uniform in design and color. The repetition of this type of ticket is a strong factor in getting attention for your window.

The Hardware Age
Talkerticket
for February

by J. A. WARREN

FEBRUARY, the month of national birthdays, brings us around to the old story of the cherry tree and the hatchet. It's a story everyone has heard and will recognize. So we have used the idea in our talkerticket motif. "A True Value" is a fitting slogan to letter upon each card or price ticket. The repeated design and slogan throughout the window or store display will register in the minds of the customers in a way that will stick there.

This card is not in the least complicated and the thing to be borne in mind is that you should make them uniform in size. The design at the upper left corner may be traced and then colored as shown in our illustration. The red border is, of course, a simple matter.

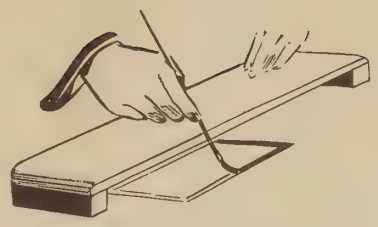
When your window is all trimmed and the tickets placed you will get a real thrill at the sight of the added attractiveness due to the repetition of the designed ticket.

In preparing your copy be sure to have it of the value creating kind, rather than such lines as "reduced," "special price," etc. Unreasonable claims for the merchandise should be avoided, and it is not enough to say that it is high quality. Tell in a few words, such as shown on our sample card, the salient points of value that make the article desirable to the customer. In this connection we refer you to the article on the subject "Price Tickets Should Say Something" in HARDWARE AGE for Jan. 7.

If the display embraces tools or merchandise of interest to men, stress the material, construction and performance. If you wish to attract women customers see that your cards point out the fine appearance, labor-saving qualities and value features. Knives that are rustless and need no scouring will attract the attention of any woman interested in housekeeping.

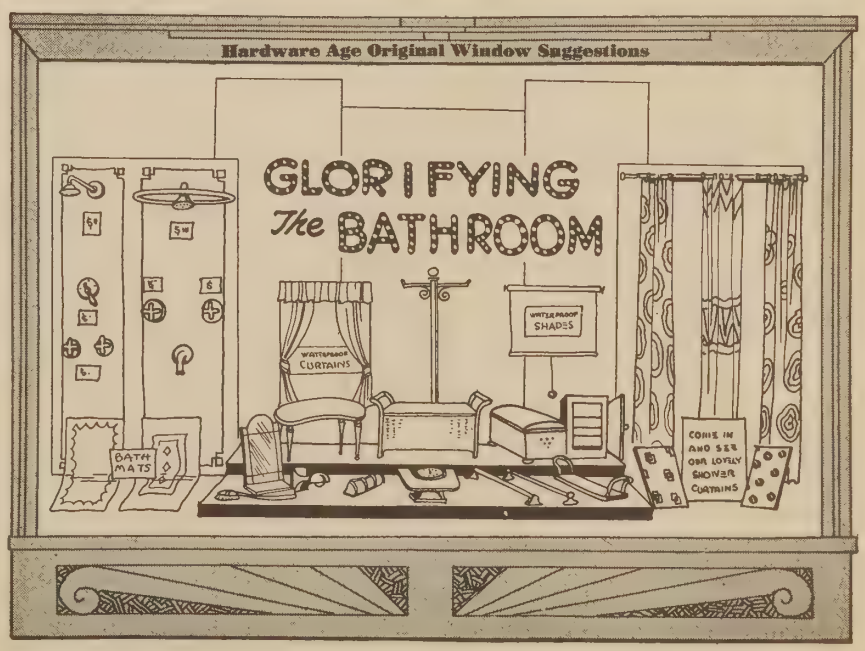
Skillets that fry evenly and are easily cleaned, shears that cut all the way to the point and stay sharp will get attention readily —if you tell about them on your tickets. You will find all this information about your merchandise in the copious literature that is sent out by the manufacturers, in your jobbers' catalog and other

sources. You will soon get the knack of describing the merchandise in terse and effective language—and you will then be well on your way to becoming a writer of tickets and advertising copy that sells.



A great assistance in painting borders is the hand rest illustrated. This is made from a straight edge, such as a piece of an old T-square mounted on a couple of blocks about 3/4 inch high. It is also a good help in lettering.

Trims *that* Attract



DEFINITE ideas are the stuff of which good window displays are made. If your prospective customer gets a definite impression of a Boy Scout display, a tool window, a paint arrangement or a bathroom accessory layout, he is more likely to remember your store and patronize it than if he has merely noticed a miscellany of items in your windows. Occasionally a window of general interest is productive, but to make a more lasting impression use the definite idea plan.

Build Trade *with* Original

THE winter sports, now being held in connection with the Olympic Games, are occupying the attention of most of the youthful population of America at the present moment. Such inspiration offers you the opportunity to promote your own local winter sport tournaments as a means of, not only clearing out the remainder of the season's stocks of skates, skiis and other items, but in all probability creating a demand for more.

Make a window display that will have a punch to it. The suggestions offered here are that kind. Take the sporting goods window; the figure of the skater should be done in orange and the semi-circle white sparkling material such as used for Christ-

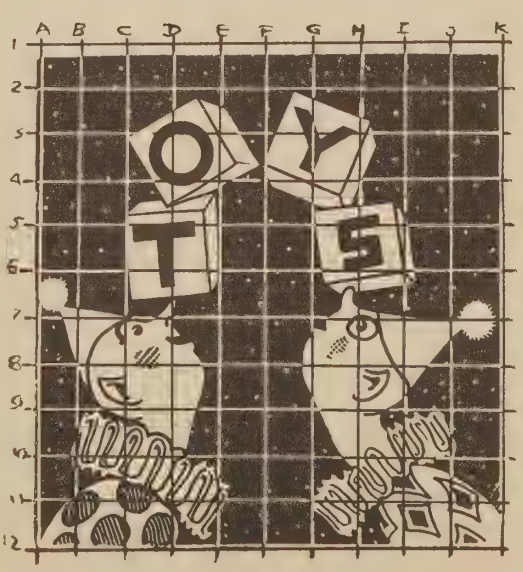
How to Draw the Posters

Estimate the number of times larger you wish to make the poster than the picture to be copied. Draw lightly the same number of lines as here shown, making them correspondingly wider apart. On this series of squares you can easily plot out your drawing.

Window Display Suggestions

mas decorations. Some large crystals should be sparingly placed on the figure to represent falling snow. The hanging valance should be a light blue to harmonize with the orange. Add to this a brilliant illumination and you have a window that will stop the customers. Assuming you have worked up interest in local winter sports, they will buy merchandise.

The toy window is simple and self explanatory. The clowns are always attractive to children and the poster is easily produced if you fol-



low the directions given on the opposite page.

In trimming a toy window there is a temptation to crowd the merchandise, but while there should be a generous quantity of this line there should also be enough space allowed to give the various items a chance to be seen. In the case of children we may lean toward brighter colors than will be appealing to adults. Plenty of price tickets and brilliant illumination are other factors making for success in the selling of toys.

The Hardware Age

Talkerticket

for March

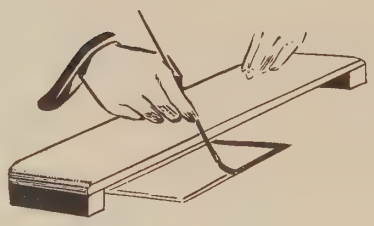
by J. A. WARREN

COLOR will play an important part in the price ticket for this month. Easter falls on March 27 (earlier this year), and we may therefore expect an early start in spring merchandising. When people are renewing their wardrobes for Easter their minds are more apt to be receptive to brightening up the home. That is where the price ticket comes in.

At Easter time lavender is a favorite color for window decoration. It is a mixture of red, blue and white, basically. As the season is turning from the cold to the warm, we change our color from the warm to the cool. So for this early spring season we use a slightly cooler color—lavender.

Then, too, lavender is a color which is feminine in its appeal and that we can use in our hardware business.

The first thing to do in making the talkerticket for this month is to make a tracing of this design shown here on stiff cardboard. This done, cut carefully with a sharp knife or razor blade so that a clean edge is secured. This is your master card. Place this on a large sheet of lavender card and mark out as many as can be obtained from the sheet, using the master as a guide. When you



have enough for your requirements cut them out of the large sheet and, with medium purple show card color, paint neat borders as shown in the illustration.

Select your merchandise and prepare copy for the tickets before you begin lettering with the speed ball pen. The copy should be descriptive and written with the idea of creating value and desire for ownership in the mind of the customer. If the display embraces household needs stress appearance, labor saving and value.

Avoid the use of words like "special," "reduced," etc. These tend to lower the values. People are looking for price much less than is generally supposed. Real values and fair prices are what the public is seeking.

Look through your jobbers' catalogs and manufacturers' literature for information that will help you prepare copy for these tickets. Pick out the most effective phrases that you may get the full selling value from them.

After you have done this a few times you will find it easier to recognize the valuable part of any piece of literature or description.

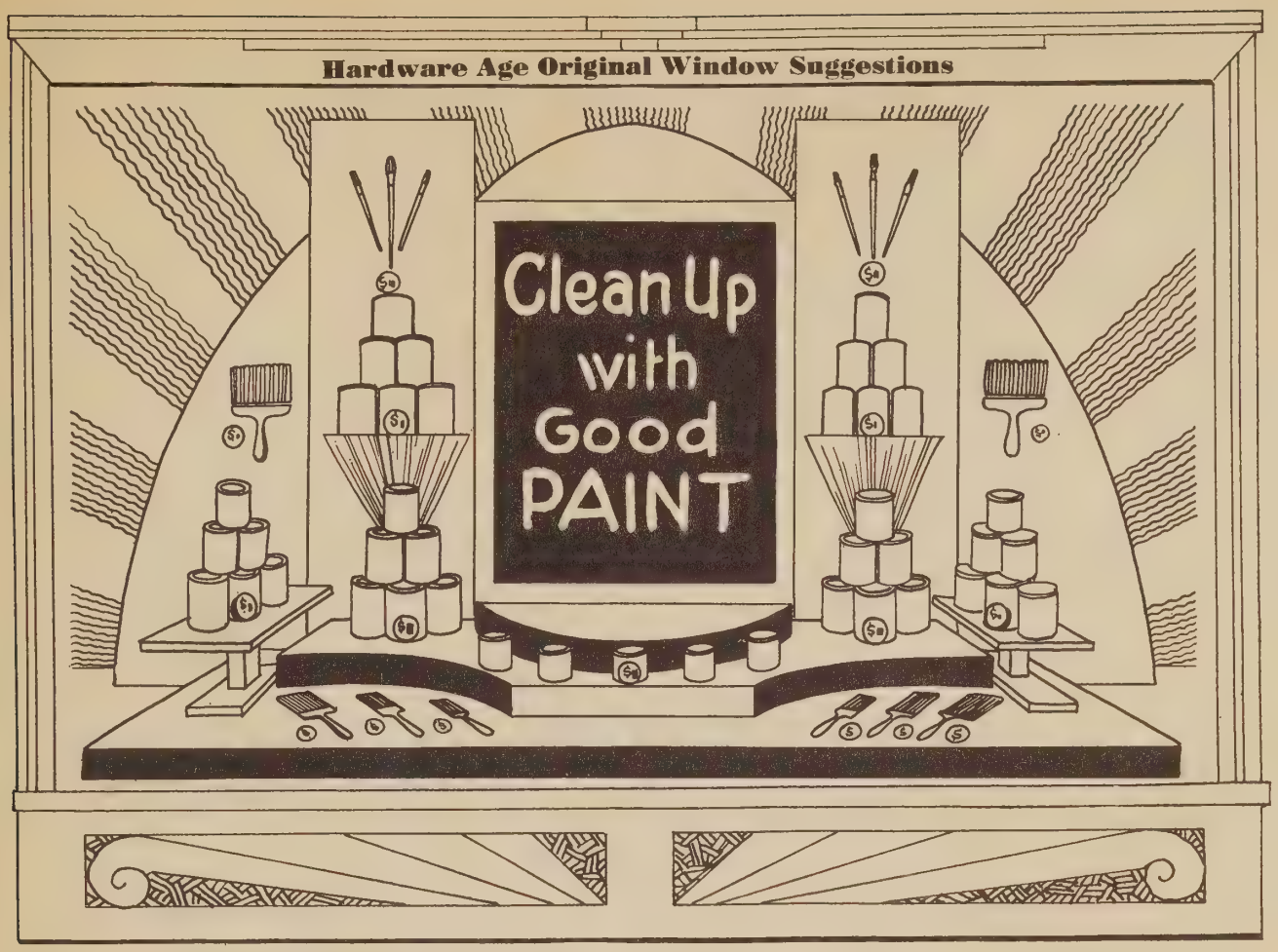
The hand rest illustrated is a convenient aid to making the borders on the cards. It is easily made from a straight edge, such as a piece of an old T-square mounted on a couple of blocks about 3/4 inch high.

All of the lettering on the card illustrated was done with a speed ball pen.

Keep Fit the Easy Way

A Scale in your Bathroom will keep watch over your weight.. Health Book and Scale both for

$12.95



If Customers Do Not Build

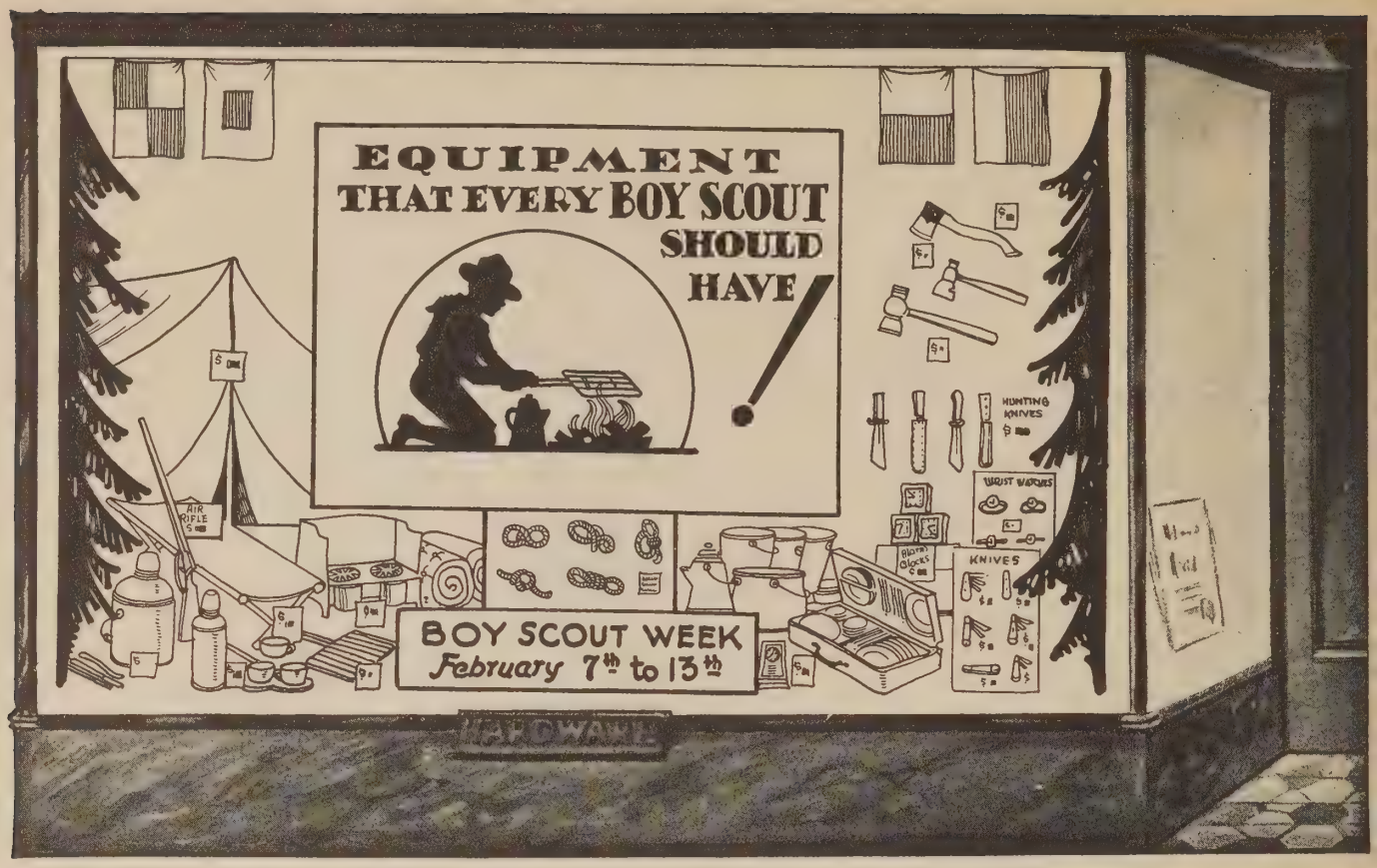
Sell Them Paint

Put Home Appeal in Your Windows

When it comes to the paint window we can bear down a little on the color strength. For the crepe paper streamers that radiate to the outer edges of the window, we can use a medium orange; the dark part of the central poster should be a good strong green and the background may be white, or nearly so. The colorful labels on the paint cans will liven up the display in fine style.

The price tickets, besides being uniform in size, design and color, should carry information that is useful in making a sale. If you cannot think of anything else to say about the saucepan, tell how much it holds. Don't bother to tell the color of it, the customer can see that for herself. But get some information on the card that the purchaser will want to know. The cannister sets are pest and moisture proof, the skillets fry evenly and require no scouring, the electrical appliances are dependable, the refrigerators—Oh boy! you cannot tell the customer too much about an article involving this much money. Whether electrical or otherwise, there is much that you can put forth by way of sales argument. Bear in mind that you are writing these tickets for the purpose of selling goods. Make them do their full share of work.

If you are one of the growing army of merchants who are using modern methods of illuminating windows, one of the reflectors can carry a green color screen which will add to the beauty of the green in your display. This blends just enough color with the white light to heighten the colors that coincide.



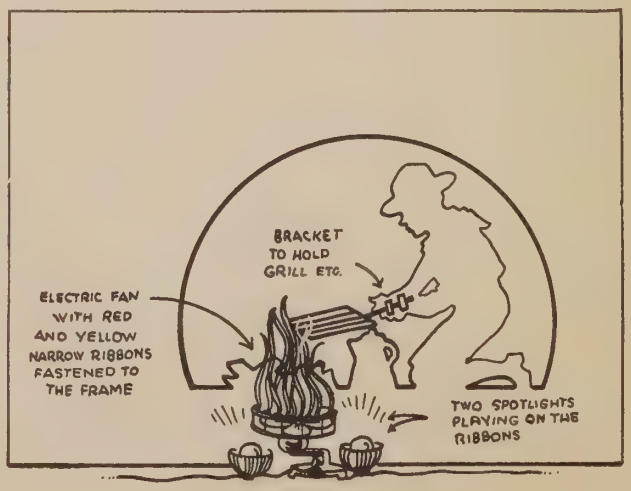
More Originally Planned

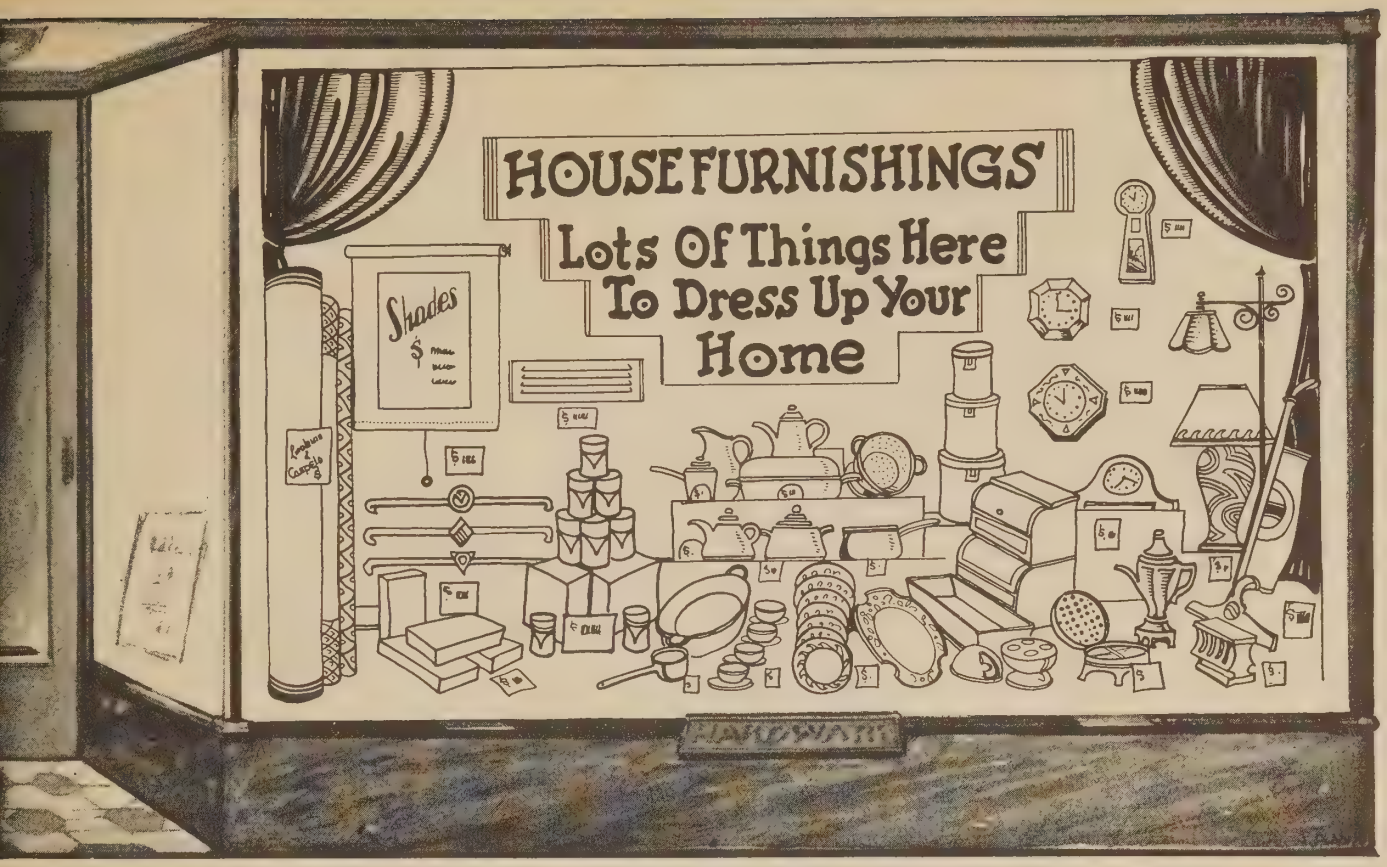
ACTION stops 'em! So here is your stopper for this week. Flame leaps up and licks that grill in such realistic fashion that scouts and their dads will admire your clever display and look with favor upon your wares.

No need to describe it. The drawing at the right shows the whole works. You are viewing the back of the display, of course, in order to see the mechanism that fans the flames. Note in the window picture you see only the points of the flames, because the cutout of the boy, coffee pot, etc., hides the fan and lights. You will need to set up a background behind the boy and paint it dark green. That is the circle is cut out and the background placed back of the fan and lights. This gives an effect of depth, or third dimension.

The corners of the window have real evergreen branches. Or,

This is the back view of the action display for the Boy Scout window shown above. Its clever arrangement of the fan and lights will give you a window which will be the talk of your community.





Window Suggestions

if you cannot obtain real evergreens green crepe paper may be pasted to the window to give a similar effect. However, an effort should be made to procure the real article.

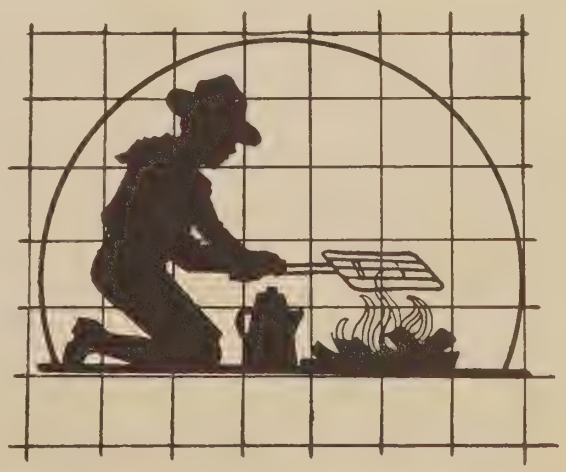
The Housefurnishings Window

The attractive display of housefurnishings will do a lot to build up your patronage among the women folks. An appearance of newness, fresh stocks, refined and appealing colors will attract the discriminating shopper and the rest will follow. Our window of this merchandise is a suggested arrangement that you can use to advantage.

The Drawings Are Easy to Make This Way

ESTIMATE the number of times larger you wish to make the drawing than the picture to be copied. Draw, lightly, the same number of lines as shown here making them correspondingly wider apart. This will give you a series of squares enlarged so that when you plot out the sketch, you will find it easy to get an accurate copy properly enlarged.

A little practice on these posters will give you the ability to make striking displays that are entirely original and will pay you well for the effort.



The Hardware Age Talkerticket

for April

by J. A. WARREN
Associate Editor, Hardware Age

WARMER weather brings with it the need for a correspondingly cool color in window displays and price tickets. We are not quite ready for the blues that are so effective in the hot seasons. Yellow is a *warm* color, and blue, of course, the *coldest*. Fifty per cent of each will give us green. So we choose for this in-between season—green.

Green in two tones as suggested here has that sprightly quality so fitting for the spring season. It lends itself to almost any line of merchandise in the hardware stock. It is both masculine and feminine in appeal. A striking and useful color, green.

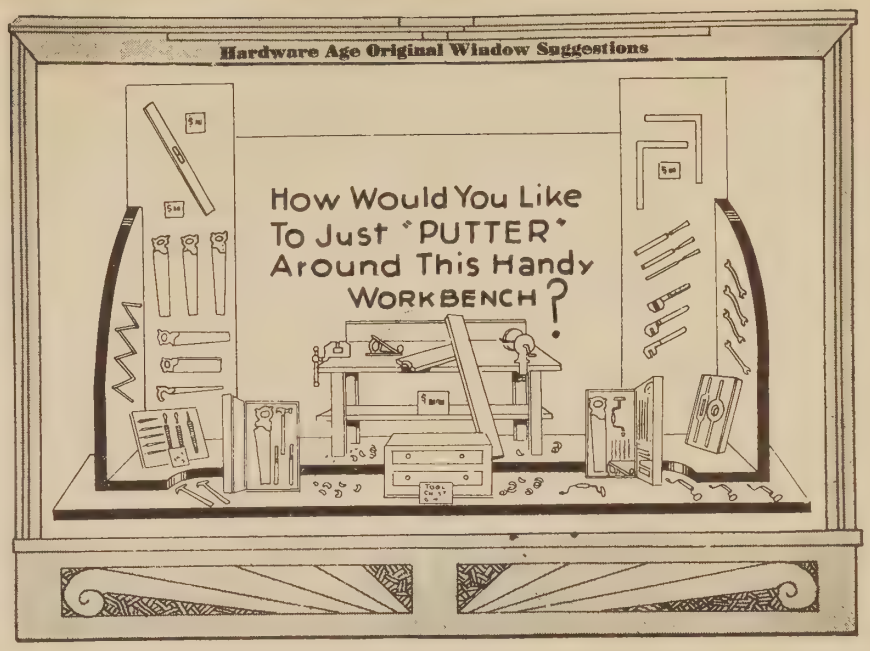
The tickets may be produced about the same size as that illustrated. You can begin by making a tracing of the one shown here on heavy carboard. This will be your master card. By placing this on a large sheet of light green card and running a pencil line around the outer edge, it is an easy matter to cut out sufficient tickets with the shears. The next step is to place a border of darker green show card color around the edge, as shown here. Then, having prepared your copy carefully, do your lettering. This card was done very quickly with a speed ball pen. A heavier pen was used for the top and bottom lines than that for the center message.

If you have been following this series of articles in the second issue of each month, you will have begun to study price ticket copy writing, which we maintain is just as important as ad copy writing. We have advised you to study both jobbers' catalogs and manufacturers' literature for real value creating descriptions of the merchandise offered. It is a great help towards making an actual sale if the customer sees in your window or store display some phrase or wording that connects, in his mind, the article you advertise and the one you display. You have then followed through from the ad to the sale. The customer feels that you are really interested in these articles and *his* interest is thereby stimulated.

If you have not made yourself a hand rest do so now. Simply mount a straight edge on a couple of blocks about 3/4 inch high and use as a ruler. It is a great aid in painting borders and in some kinds of lettering, particularly that done with a brush.

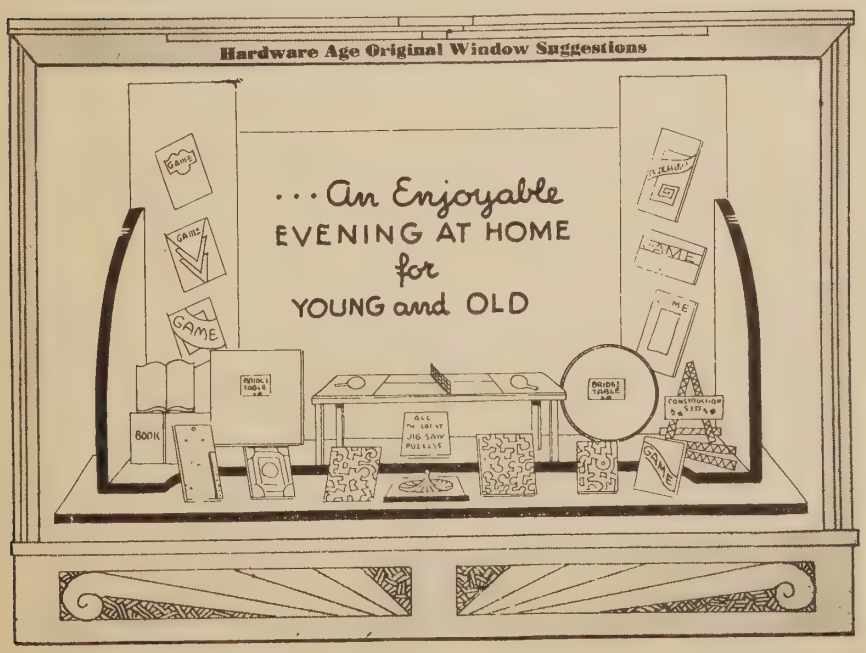
High Grade Window Trims

Designed to Make Sales for You



Our original window display suggestions again utilize the HARDWARE AGE interchangeable displays that so many hardware dealers are now using. Hundreds of window trimmers in the hardware field have requested the sheet of instructions for building these fixtures and a new supply has been provided. Address the window display editor for your sheet, free for the asking. No obligation attached.

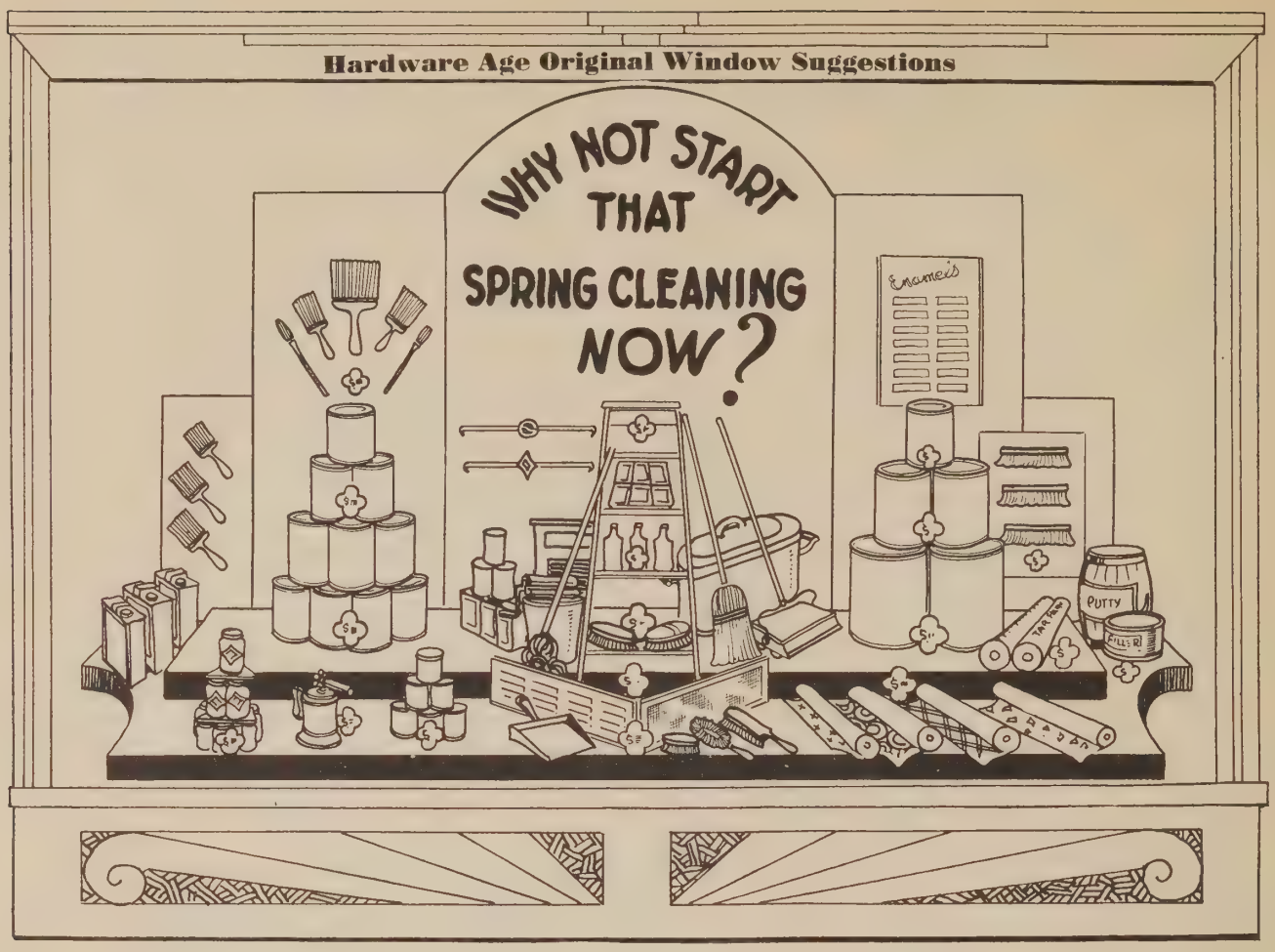
The tool window recreates the atmosphere of the home workshop so well that any man with a desire to "putter around" with tools will be stimulated to do something about it. With springtime approaching much repair work will be needed, and a window such as this will be timely.



Jig saw puzzles and other games are now finding public favor. Our artist-display man has arranged a window that will appeal to those who are spending more of their evenings at home. Jig saw puzzles are appearing on the market in card board boxes and retail at about 25c each. There appears a new puzzle each week and some stores have already established a strong demand.

Of course many will regard this merchandise as a fad, but the underlying reason for the demand is reduced ability to pay for expensive entertainment and amusement. Therefore, we can look for it to continue at least as long as salaries remain low and it is quite likely that many people will have developed a preference for this type of entertainment that will continue for some time.

A window in which jig saw puzzles are the main feature can easily introduce other games. Such a window is that here suggested. The HARDWARE AGE interchangeable display fixtures are used in the same formation as in the tool window and may be used with or following the tool display.



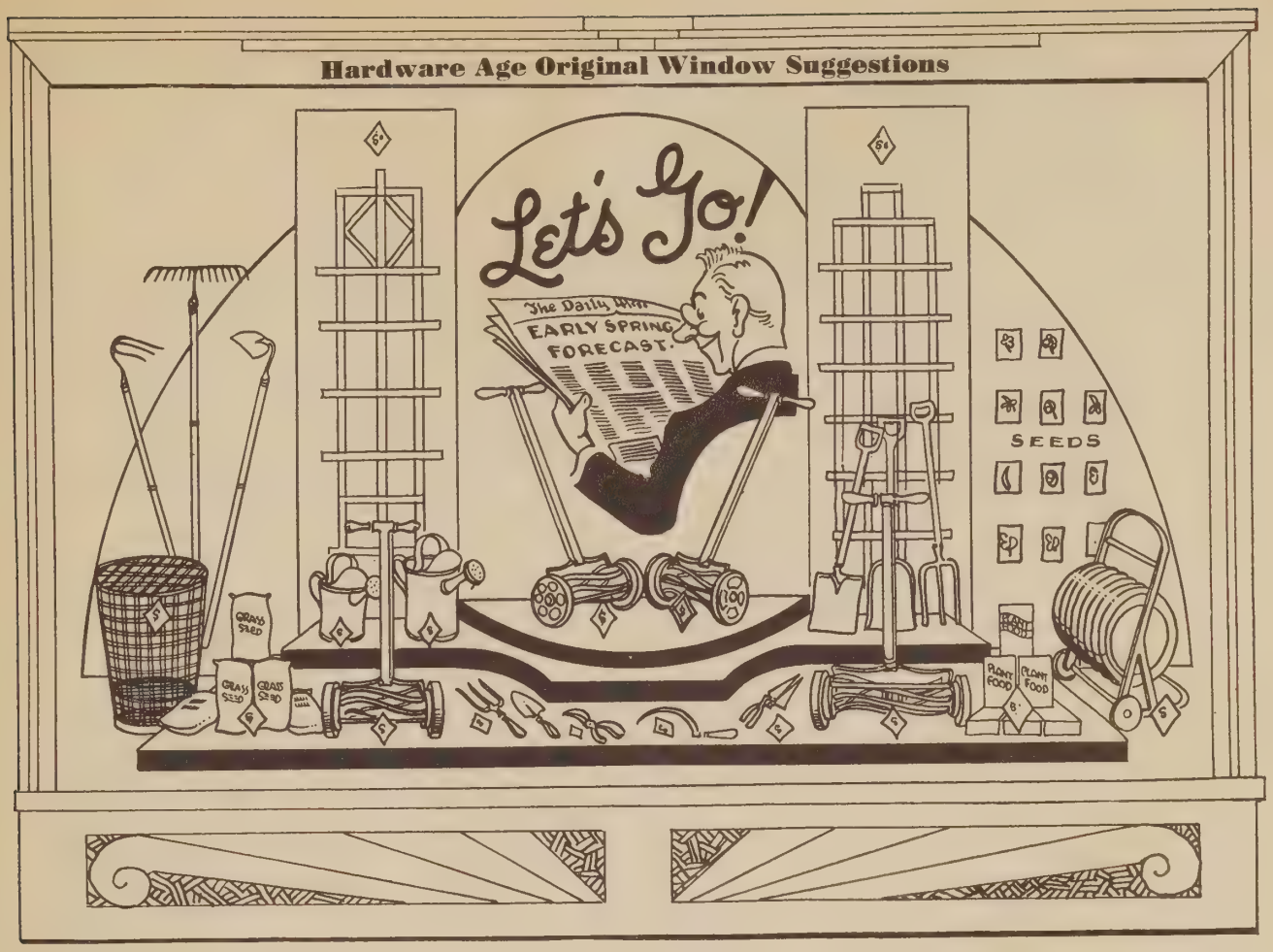
More Original

Now is the time to turn the trend to your store. These original displays will prove a powerful factor in your behalf.

NEATNESS, balance and *direction* are outstanding features of these display suggestions prepared by our artist-display man. No matter where the eye strikes one of these displays it is gently led to the other points. From the slightly raised step in the foreground to the big poster in the top center, the eye is taken in easy stages. That is the way your customers are shown the whole display before they realize it. This orderly process tends to impress the merchandise upon the mind of the observer in a way that "stays put."

The mop, broom and sweeper handles are pointed to the center background, not merely because they need something to lean against, but to call attention to the message printed there. The lawn mower handles are placed in the position you see them so that when the customer looks at the picture (and who will not look at a picture?) the eye slides down the handle to the other merchandise, and, presto, he has taken in the whole show.

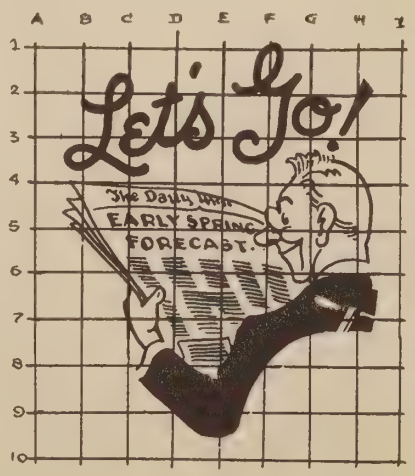
There is a science to this window trimming, and the merchant who recognizes and uses it, will benefit far beyond those who just pile merchandise in the window. That hardware merchants are taking advantage of



Window Displays

this fact is amply indicated by the large number of requests being received by the window display editor, asking for the instruction sheet which tells how to make these display fixtures, which are capable of many combinations. The panels at the back of the windows and the plateaus are all parts of the interchangeable fixture. HARDWARE AGE originated these fixtures for the hardware trade and their reception is gratifying.

The poster for the lawn equipment window is one of the easy method posters for which a chart is here presented. Simply enlarge the squares to the size you wish to make the poster and map it out as shown in the illustration. The letters along the top and figures down the sides are to provide an index by which you can follow the drawing. It is easier than you may suppose. Try it. You will soon be able to make good posters for your windows.



It is the aim of this department to make window trimming experts of hardware men and their assistants. Follow this series each week and take advantage of the innovations presented from time to time.

You'll find it worth while in additional sales to feature window tickets that get an attentive audience . . . . .

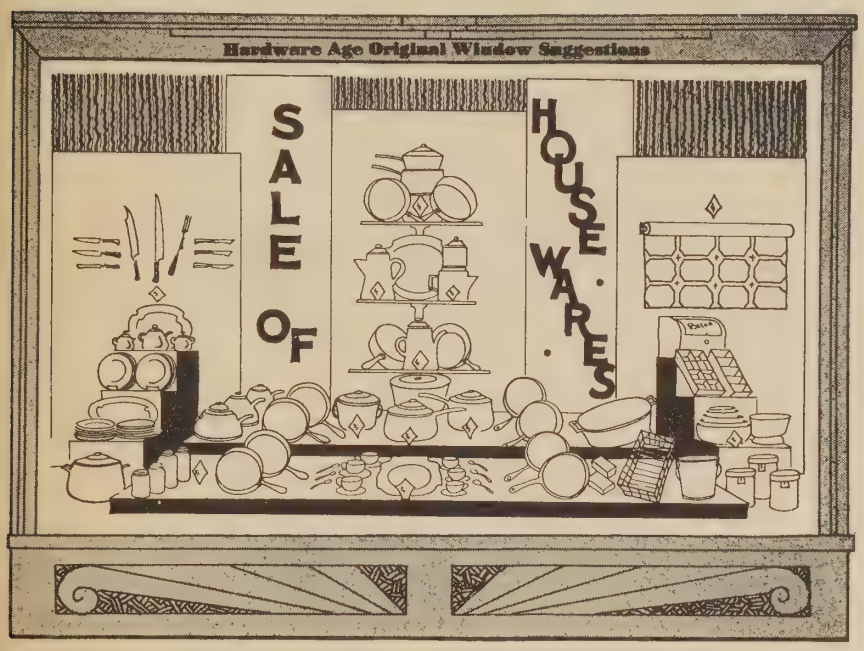
The Talkerticket for May

ASSUMING that we put a good deal of thought into our window displays, let us consider the one powerful factor that makes the display do its stuff—the talkerticket. We call it a talkerticket because it tells the prospective customer something he wants to know before he steps into your store. He doesn't give a tinker's cuss whether you have chisels for sale or whether you are anxious to sell them. He wants to know that these chisels are useful for hard or soft woodwork and that they are rust resisting. If he isn't looking for just that information he will be interested to learn about it. Tell him the price or price range. You then have something upon which to base a transaction. Most of the work of selling is done before he enters.

Have all the tickets in each window uniform in color scheme and design. Have them all talking intelligently. Make them say something that will create a desire to buy or increase a desire already created. Look in your jobbers catalog or manufacturers' literature for real buying reasons. Pick out the best phrases and use them. Phrases that have a real reason that will appeal to buyers.

The suggested colors for this design is medium bluish green on a cream card. You can make a master card by tracing this illustration on cardboard and cutting out.

Step Out in Front with These Original Displays

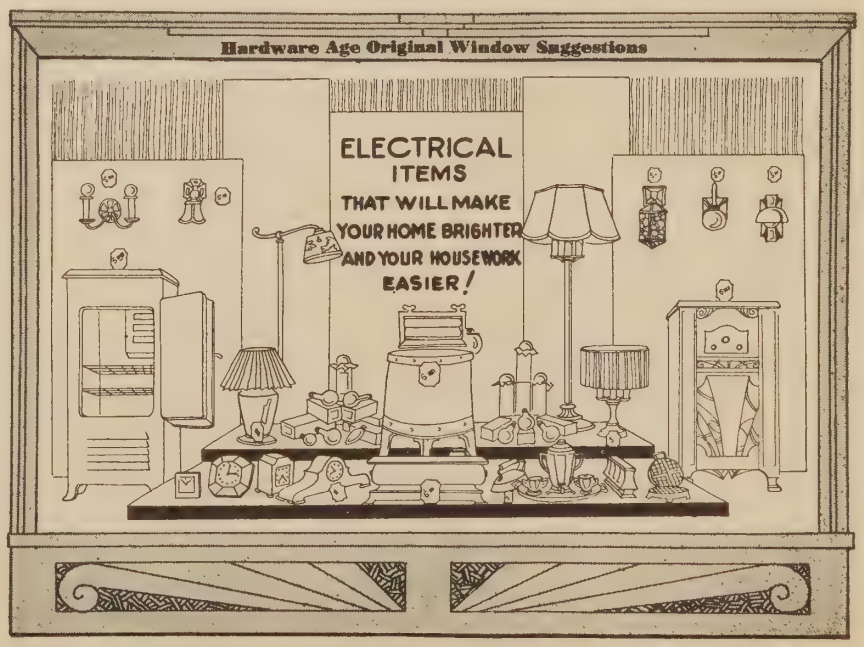


Again the HARDWARE AGE interchangeable display fixtures are used in the installation of our suggested window displays on this page. You can have a copy of the sheet of instructions for building these fixtures yourself for the asking.

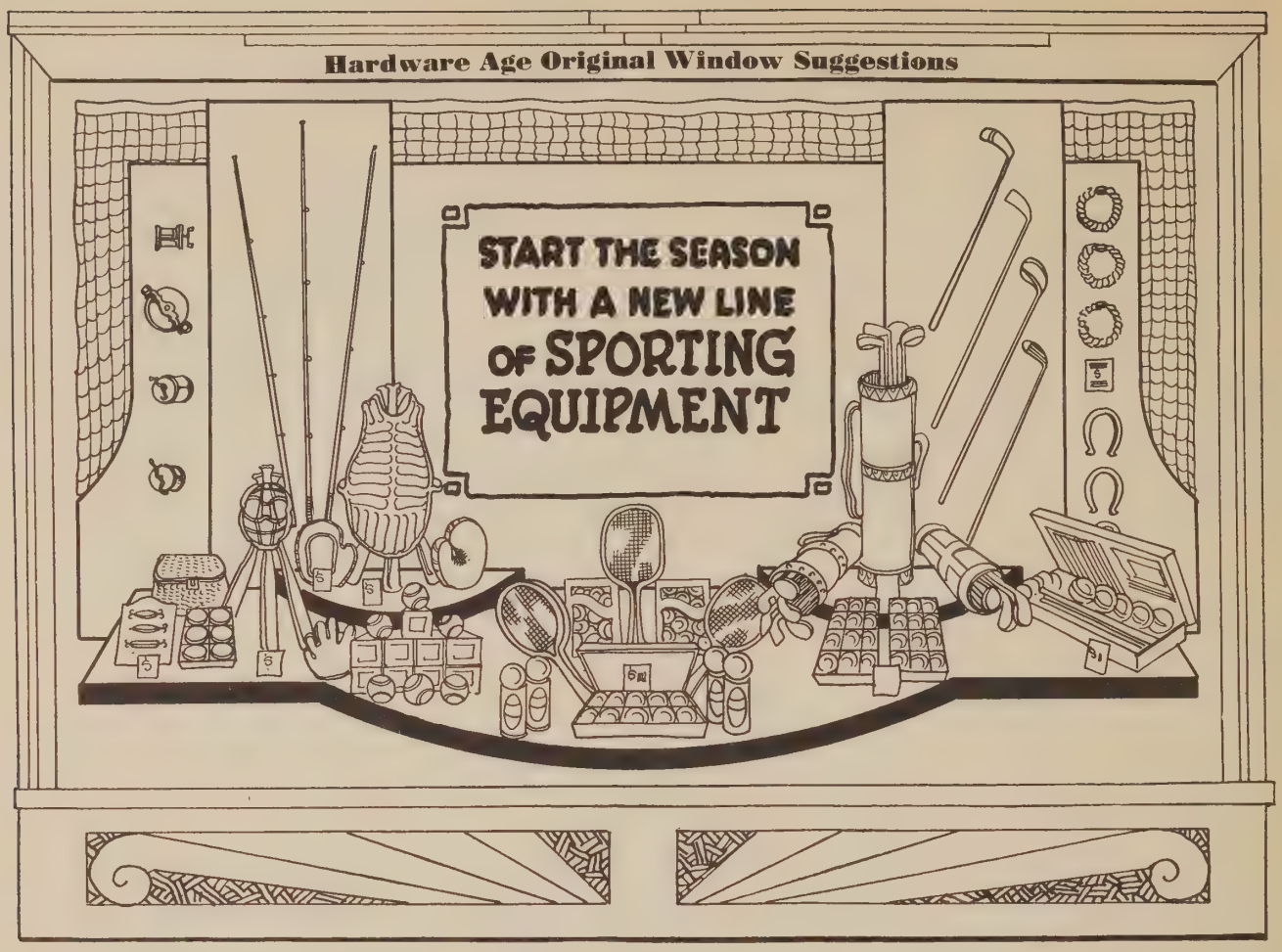
Our own display artist plans and sketches these windows.

PLANNED windows such as illustrated on these pages are easier to build and much more productive of sales than are windows dressed according to the dictates of fancy.

Get behind the lines that are moving. Electrical Appliances and Housewares are now in better demand, and these displays will help push 'em over the top in your store—easy to make.



EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS



These Window Trims Will Put

THE spirit of outdoor play dominates the windows for this week. Sporting goods are the playthings of the grown-ups, so let us get as much suggestion of play and outdoors as possible into these windows.

The arrangement is governed largely by the placement of the HARDWARE AGE interchangeable display fixtures, which is easily discernible in the diagrams. These give a remarkably well balanced and pleasing effect to our windows. More window trimmers are sending to the window display editor for the instruction sheet for building the fixtures than ever. But let us suggest a suitable color arrangement.

Artificial grass covering the plateaus on the floor of the window will have a favorable effect by suggesting outdoor sports. To further carry out the idea of open air play suppose we use a pale yellow or buff for the background panels. This will be relieved with a stronger yellow card with brilliant green lettering for the poster in the center. All this, with white tennis balls and merchandise of various tones, will give a pleasing effect.

When it comes to the toy window we must consider our prospective customers in a somewhat different light. The youngsters will be more susceptible to brighter colors. This is taken care of without much trouble by the merchandise. The thing for us to do is to arrange it so that it will not be a confusing mass of clashing colors. Play up your reds and yellows, but have their opposites present also: green and blue.

Money in Your Cash Register

HERE are two extremely flexible window arrangements. You will need two identical sets of Hardware Age interchangeable display fixtures. They are easily made with the aid of the instructions printed in a previous article in HARDWARE AGE. If you have not sent for your copy of the reprint of this article, do so today. It is sent to readers, free of charge, in order to simplify the installation of effective window trims as suggested in these articles. The fixtures are not difficult to build, are inexpensive and can be made in your own workshop.

The flexibility of these trims is in the side panels, which may be eliminated altogether or swung at right angles to form trims at the sides of the window. They make a considerable difference in the width of the displays.

Window trimmers all over the country and in some foreign lands are making profitable use of these fixtures and following these display suggestions. They report enthusiastically upon the actual selling ability of the windows.

Advertise, trim your windows and arrange store displays in a related plan. Coordinate all your departments so that they move together toward a better business result.

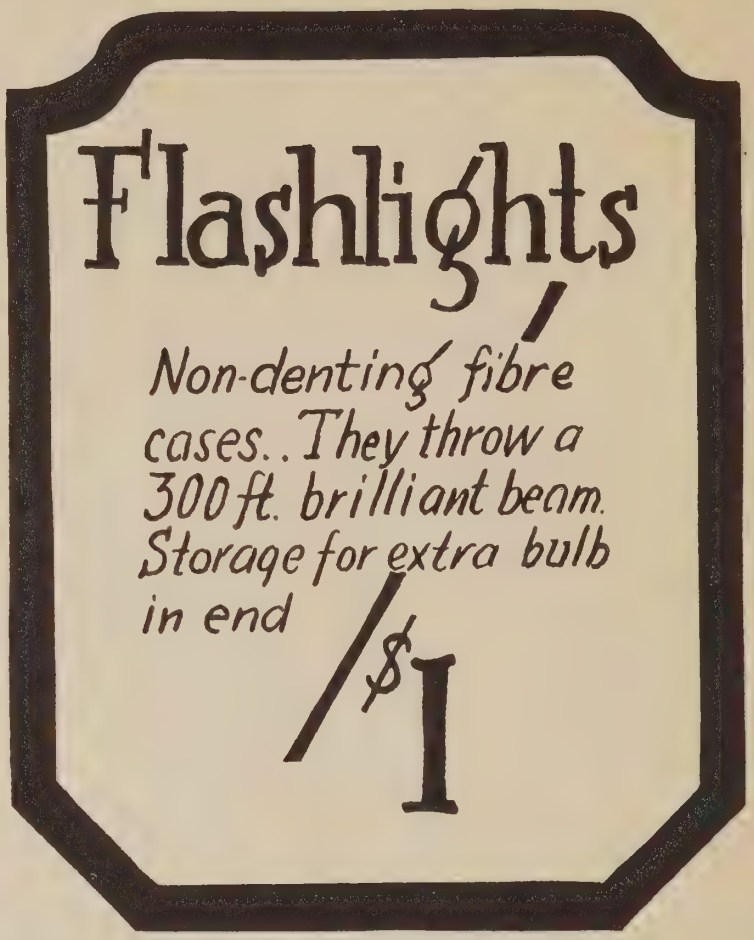
TALKERTICKET

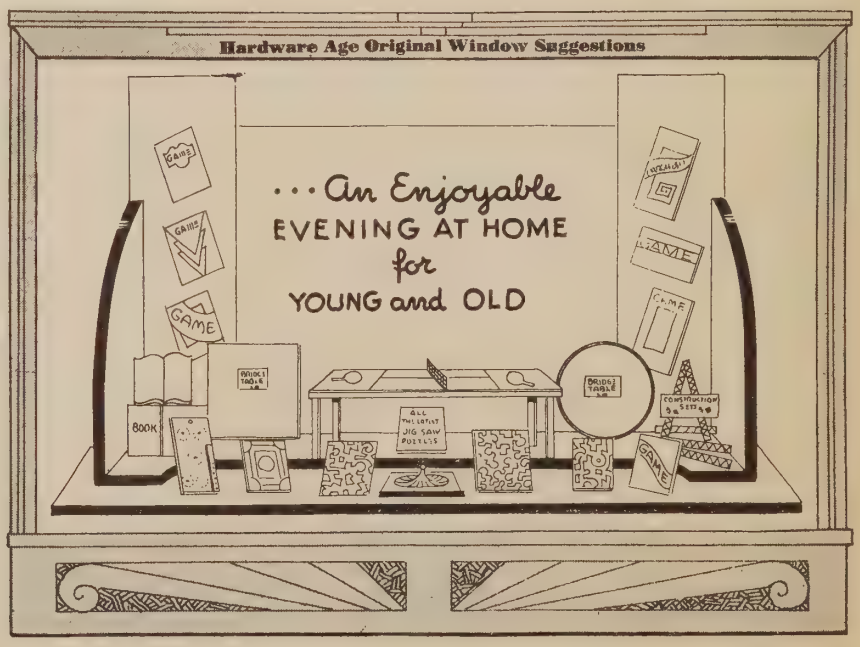
By J. A. WARREN
Associate Editor, Hardware Age

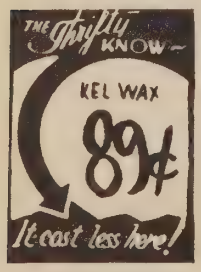
HOT weather is here. Price tickets to get attention must be pleasing as well as informative, so let's talk about color. Blue and white are about the coolest colors for this season, but there is no objection to a dash of red. These colors are much in favor with stylists this season, so we will choose these particular shades of red and blue.

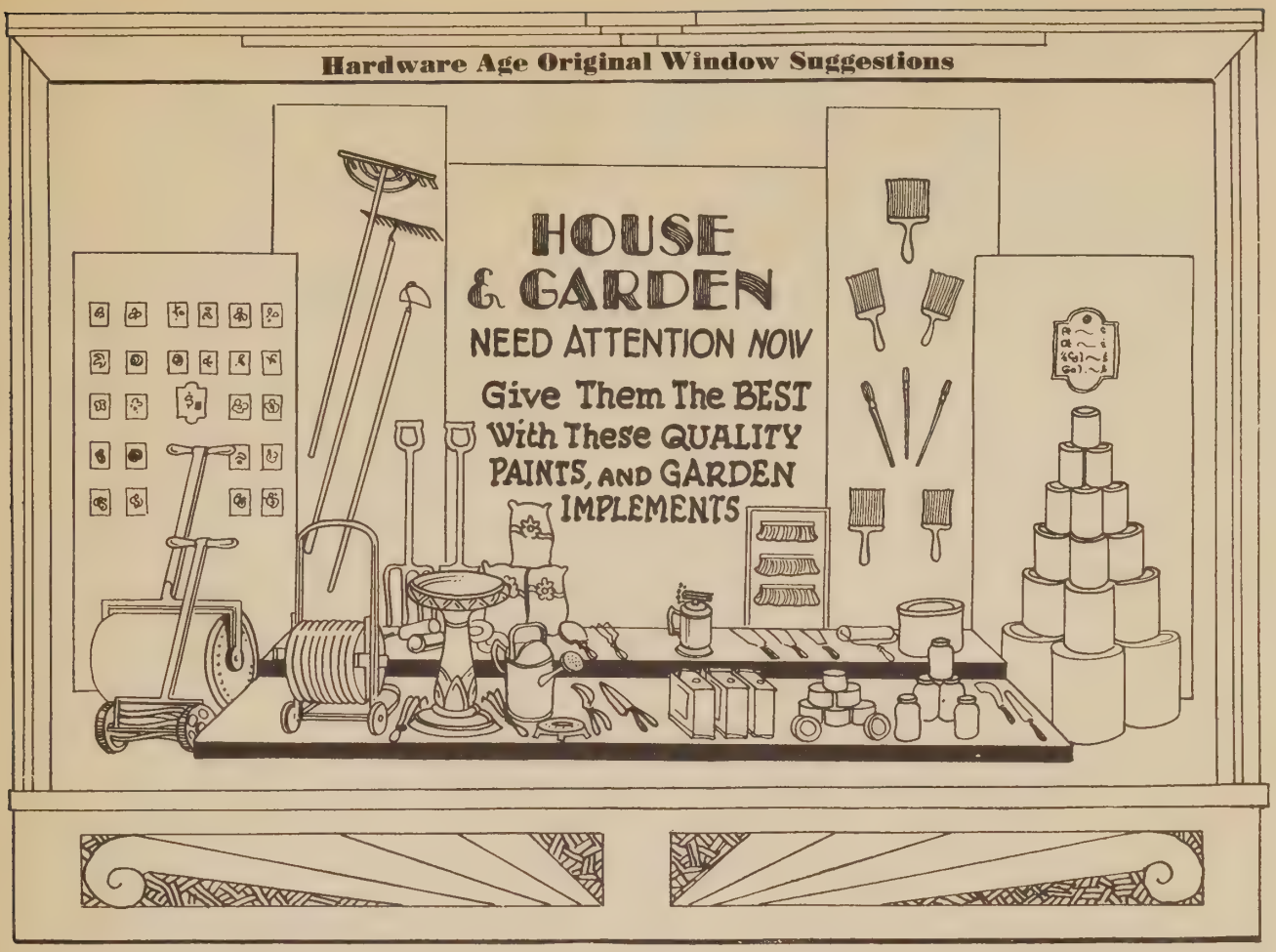
The border of this month's ticket should be blue, the heading and price red. The message should be in the blue and the diagonal line red. The other tickets in the display should be designed uniformly with this one as to size and color scheme. In each case you should search for the most descriptive, value creating phrases available.

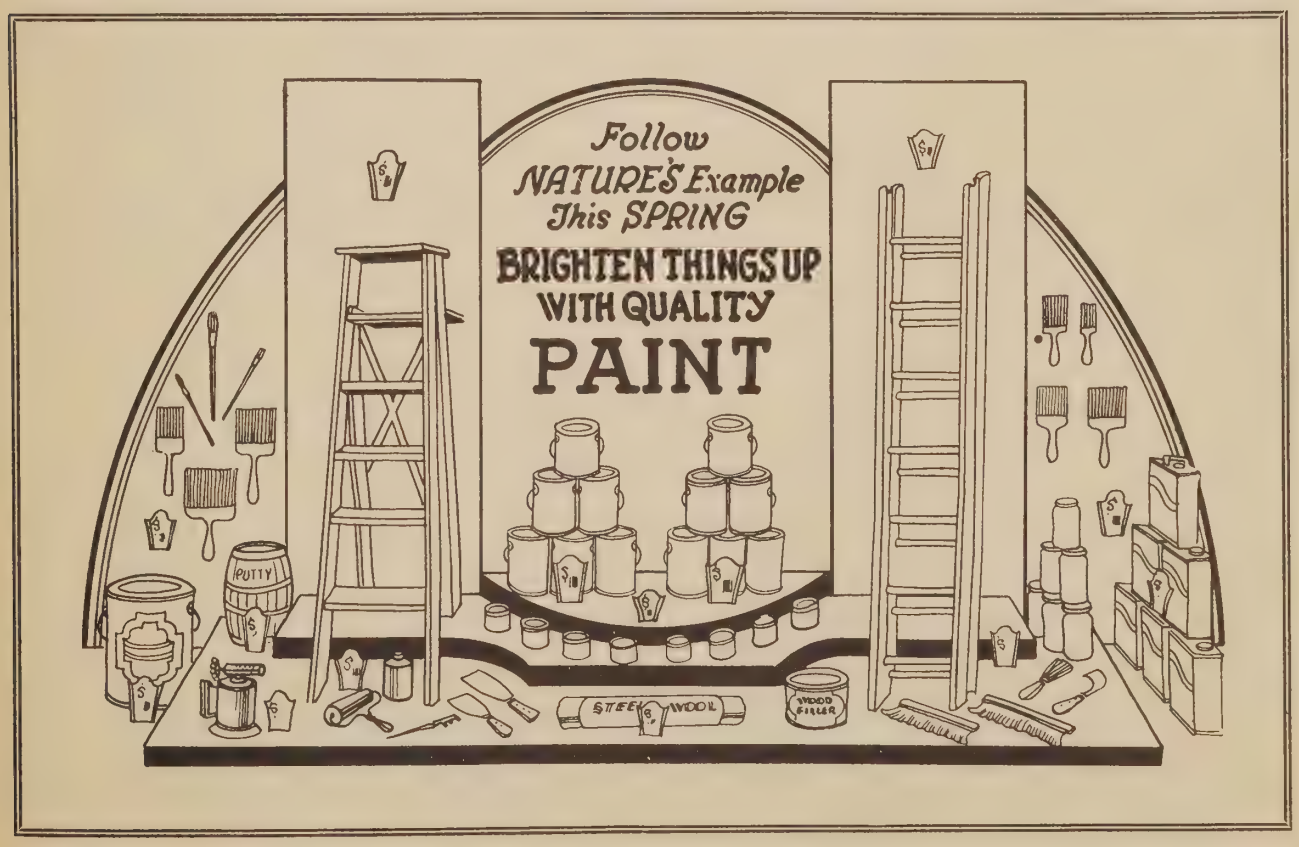
The photograph on this page showing Morris Friedman's (Bay Shore, L. I.) use of talking price tickets is an excellent example of the method of display advocated and described in this series of articles. This window is well arranged throughout, but its effectiveness is greatly enhanced by the repetition of these uniform tickets. If you trim a window in this manner you will be enthusiastic about them and wish to continue their use. Frequently a window can be given a completely new appearance simply by changing the ticket trim.








HOUSE
& GARDEN
NEED ATTENTION NOW
Give Them The BEST
With These QUALITY
PAINTS, AND GARDEN
IMPLEMENTS


Follow
NATURE'S Example
This SPRING
BRIGHTEN THINGS UP
WITH QUALITY
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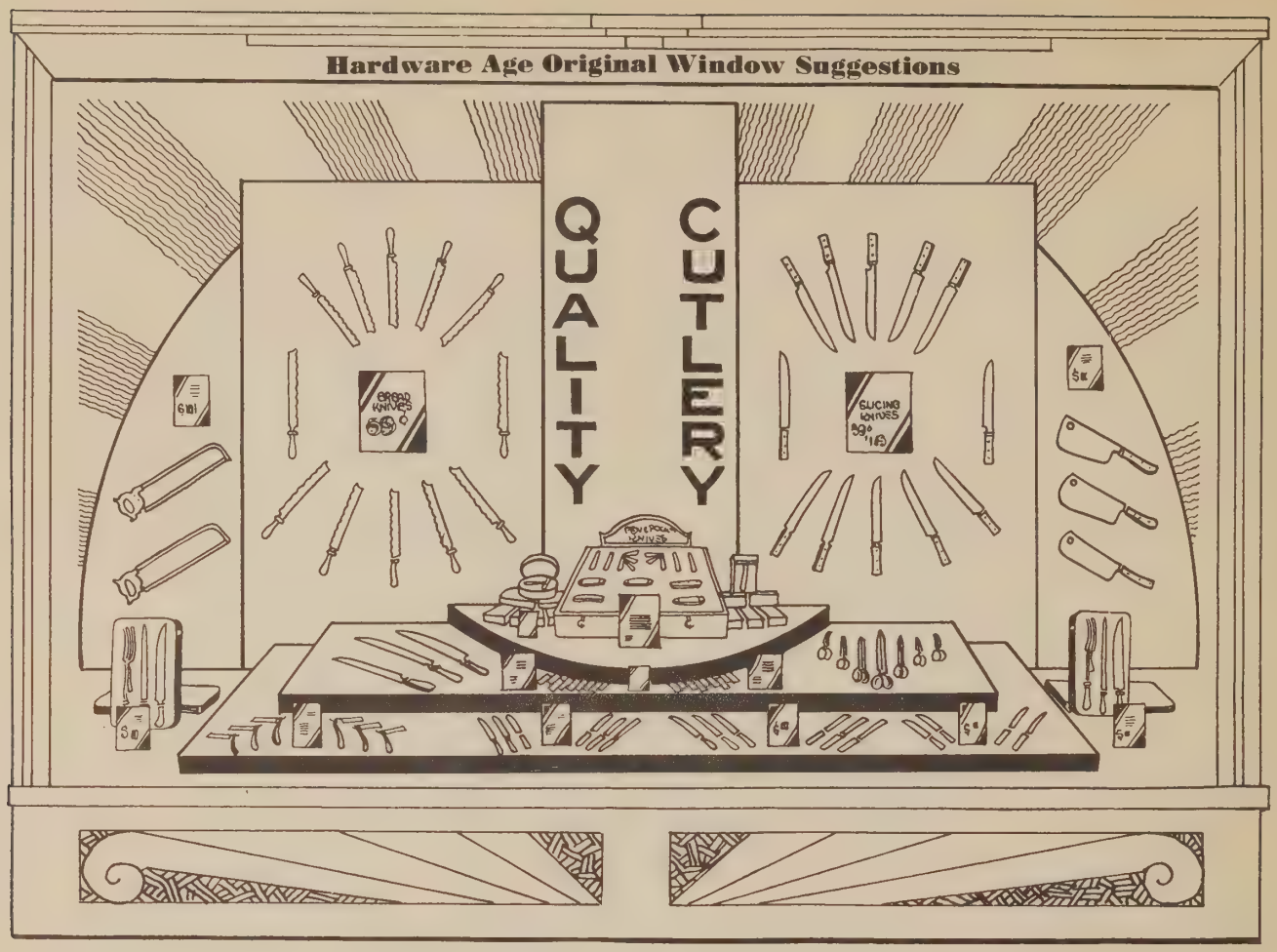
PUTTY
STEEL WOOL
WOOD FILLER



Windows of Tools and Cutlery

If you are ambitious and have one of those power scroll-saws for cutting out the letters and then paint them scarlet, you will add further to the "class" of your window. If that is too large an order you could have the word TOOLS cut and this might be used at frequent intervals in other displays.

These are windows in which our uniform price tickets will appear at their best. A white ticket with scarlet decoration on the corners and black lettering will look smart. In the cutlery window crepe paper tubing radiates from the center of the background to the corners.

The successful window trimmer knows from experience that it is not the occasional good window that builds business for the hardware store, but the consistently good ones that get people in the habit of looking for them. People are as hungry for "entertainment" as a child is for candy. It is our job to make that desire pay us profits. By following a well-balanced program of window trimming, such as is presented in this series, you can develop a habit with customers that will mean money in your till.

Keeping two jumps ahead of the parade is not so hard when you make use of this service. A lot of energy and investment goes into the preparation of these trims. All you have to do is use them in your windows and profit thereby. But do it consistently.

EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

The Hardware Age

Talkerticket

for July

by J. A. WARREN
Associate Editor, Hardware Age

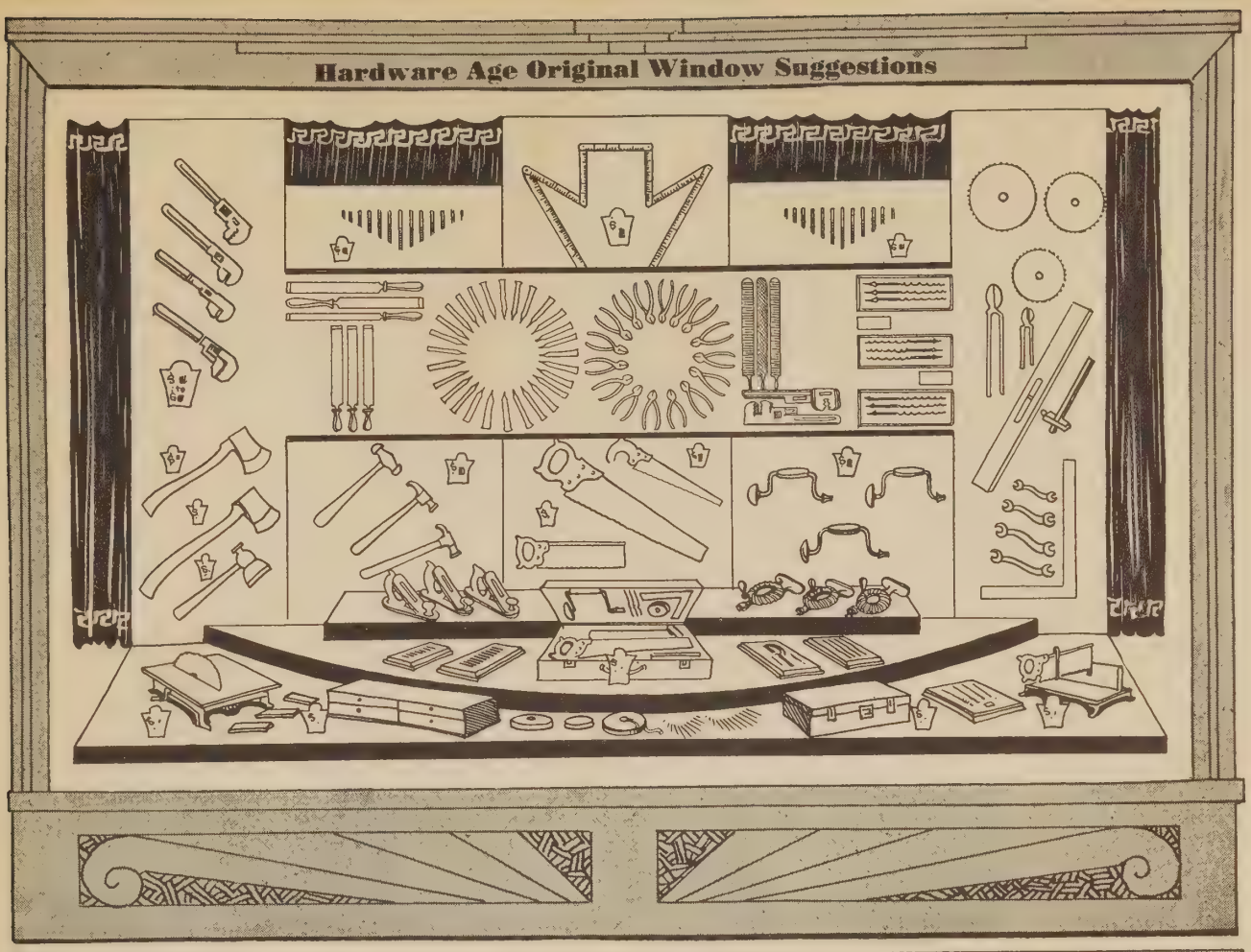
NOTHING peps up a window display more than an attractive dress of price tickets. Each season has its requirements in this department of window trimming and the present hot season calls for the coolest and most inviting ticket trims available.

This month's design is in light peacock blue, medium blue and white. These colors in combination are refreshing in their suggestion of coolness. The top half of the ticket is the part to go in light peacock blue. This may be obtained by tracing the curve line on a piece of stout card and then cutting along this line with the shears. When this is cut it makes a guide by which a number of cards may be quickly marked for coloring with the light blue.

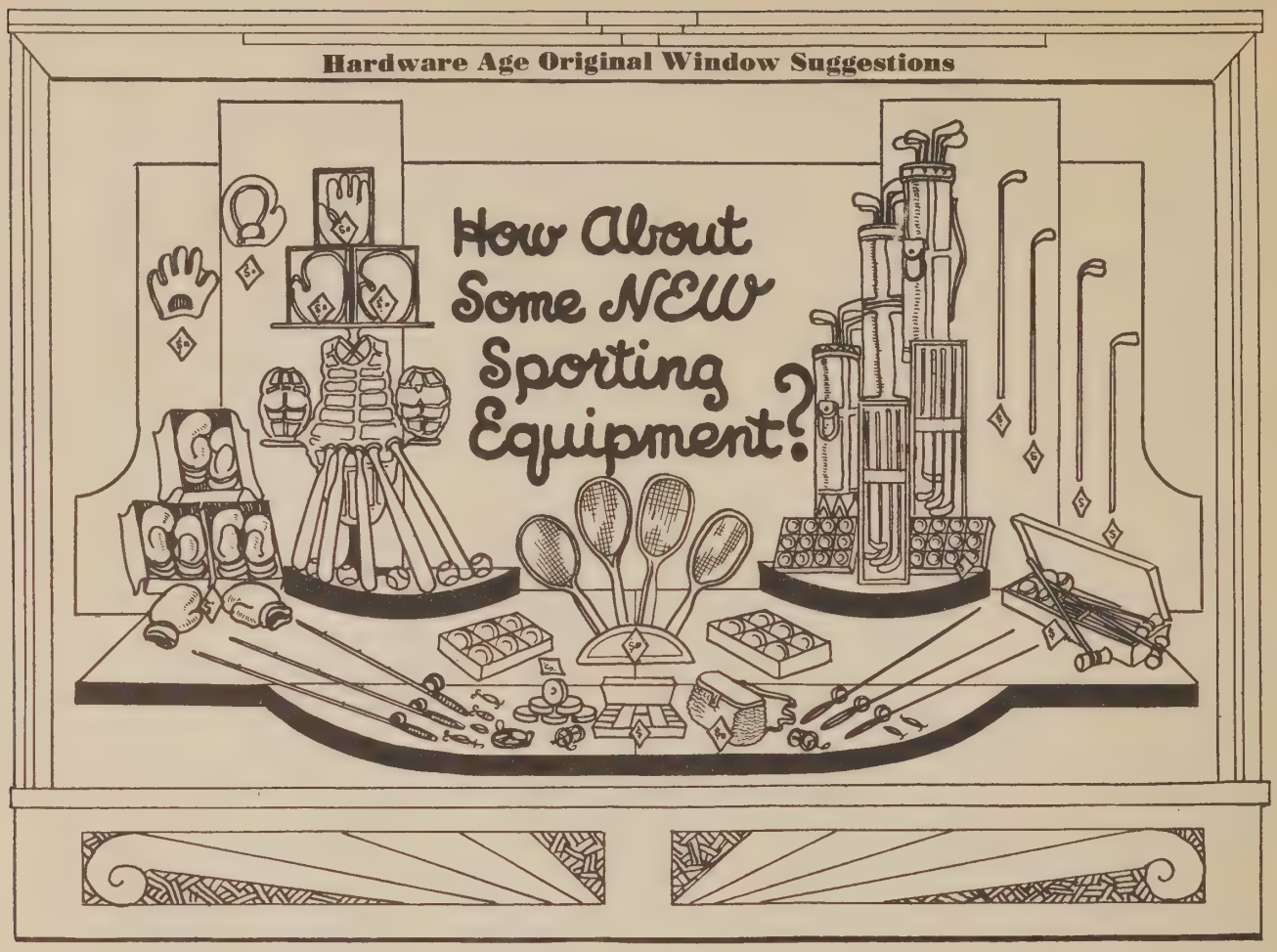
The lettering throughout this ticket is in medium blue, dark enough for easy reading. The bottom half of the card is, of course, left white.

The matter of the right kind of copy has been stressed in this series of articles, but it cannot be overstressed. Short, value-creating phrases are necessary for best results in writing talker-tickets. The thought in the ticket illustrated is an example of such phrases. "It tastes better from thin glass" will suggest quality and satisfaction to the purchaser of beverage sets. Search every source, such as jobbers' catalogs and manufacturers' literature, for thoughts that will make the customer want to buy. It will pay well for the time and effort. Avoid such hackneyed and meaningless terms as "special," "marked down," "bargain," etc. They merely tear down the value of the article offered. You cannot expect your customer to think well of your merchandise if you write cards that suggest that you merely wish to get rid of them. Better convince him that he needs the merchandise.

When you make a sufficient number of these tickets all the same size and color scheme you will be surprised and delighted with the power of their repetition to make your window display step out of the ordinary class. These tickets alone play such an important part in the display that you can change the appearance of the entire window simply by changing the ticket trim.



Hardware Age Original Window Suggestions



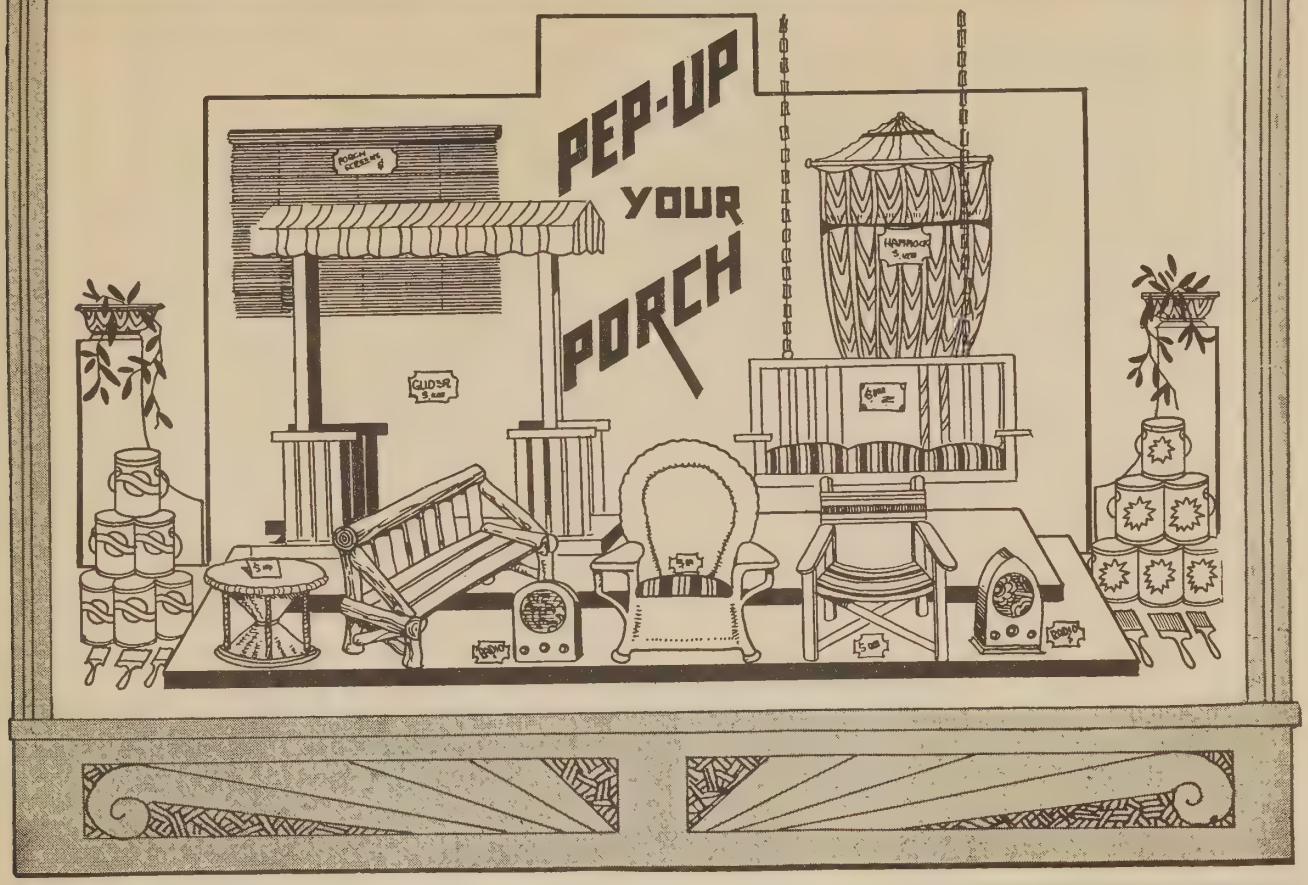
Window Displays For You

WELL-ORGANIZED window displays are possible with the minimum of time, labor and expense when the HARDWARE AGE interchange-display fixture is used. In a previous issue was printed an instruction sheet for building these fixtures in your own workshop or store. Reprints of this sheet are available to any of our readers who send a stamped and addressed envelope. There is no charge attached to this. It is a service to hardware merchants. We do not sell the fixtures—you build them yourself. Requests for this reprint indicates a lively interest in these windows and the fixtures.

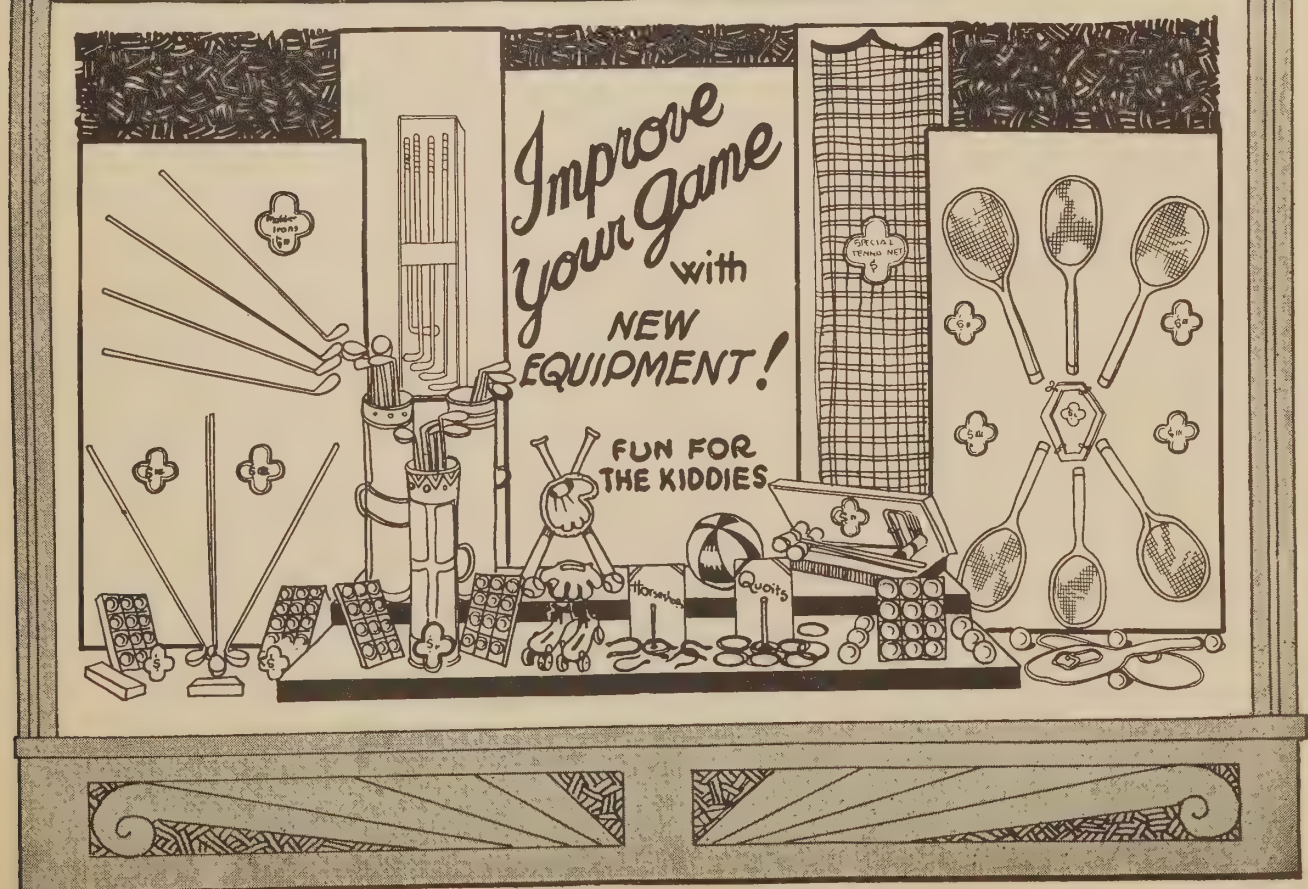
These fixtures, of course, may easily be adjusted to fit any size or shape of window. There is practically no limit to the number of different arrangements.

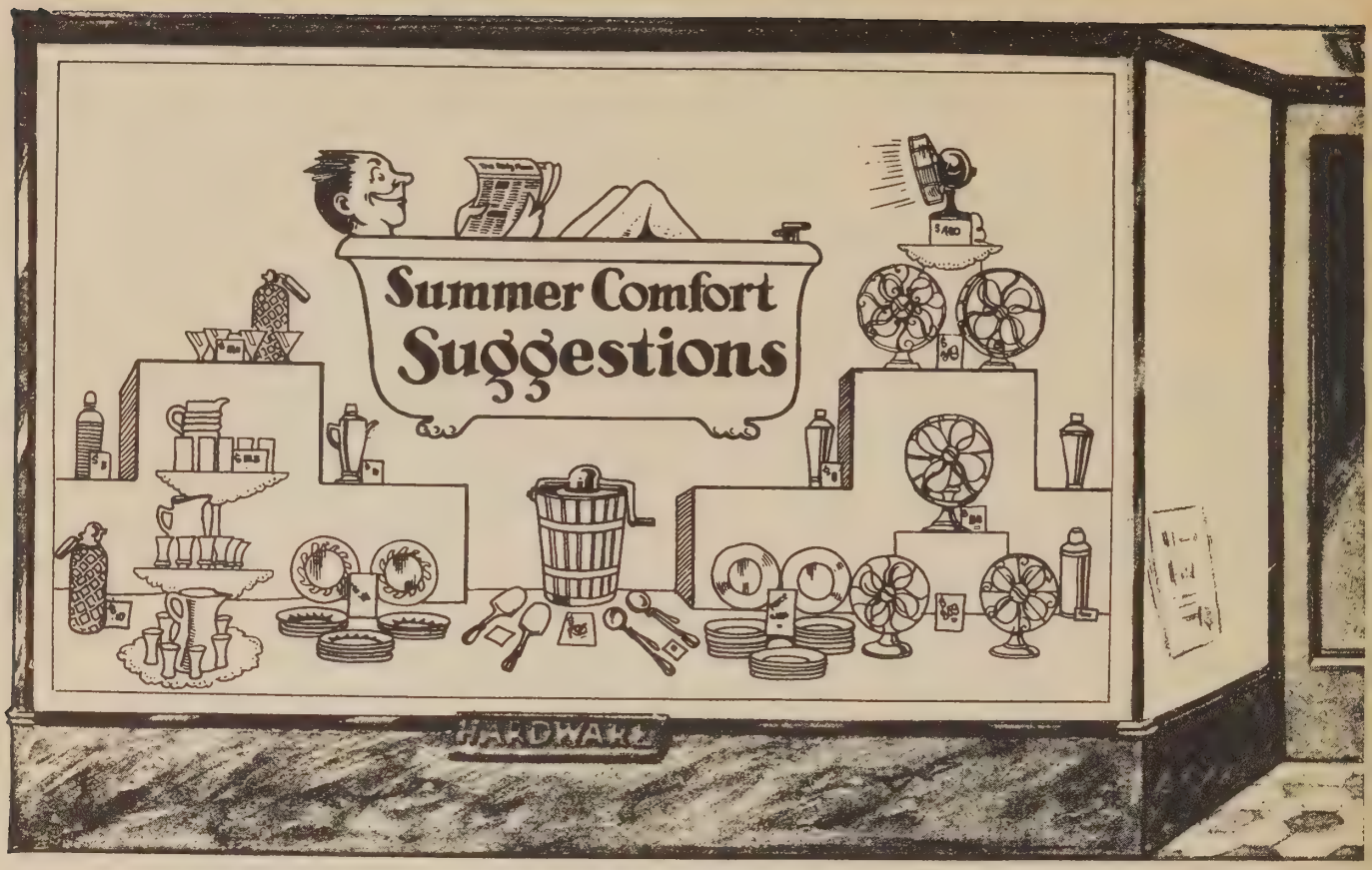
In the arrangement of the sporting goods window you will note that our artist-display man man has placed the fishing rods and tennis racquets so that they radiate toward the sales message and the other merchandise. The customer sees the entire display in an easy and natural way. There are reasons for arrangements of merchandise other than artistic. The grouping of several items such as the baseball and boxing equipment into one unit at the left background tends to an orderly consideration of the merchandise.

Hardware Age Original Window Suggestions



Hardware Age Original Window Suggestions

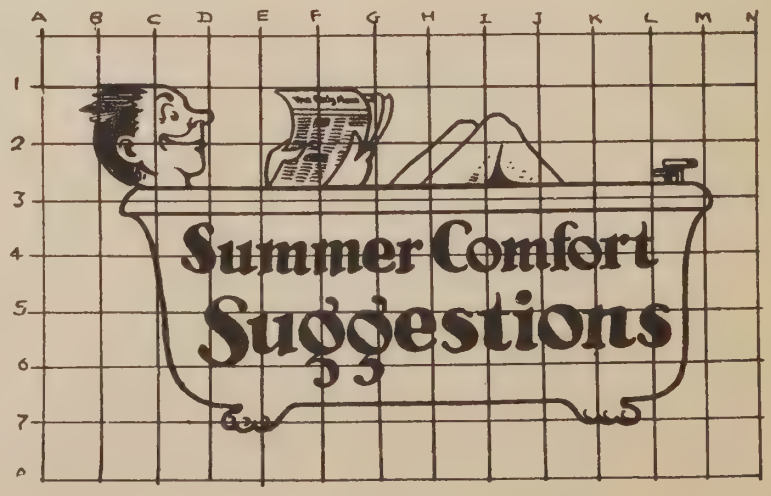


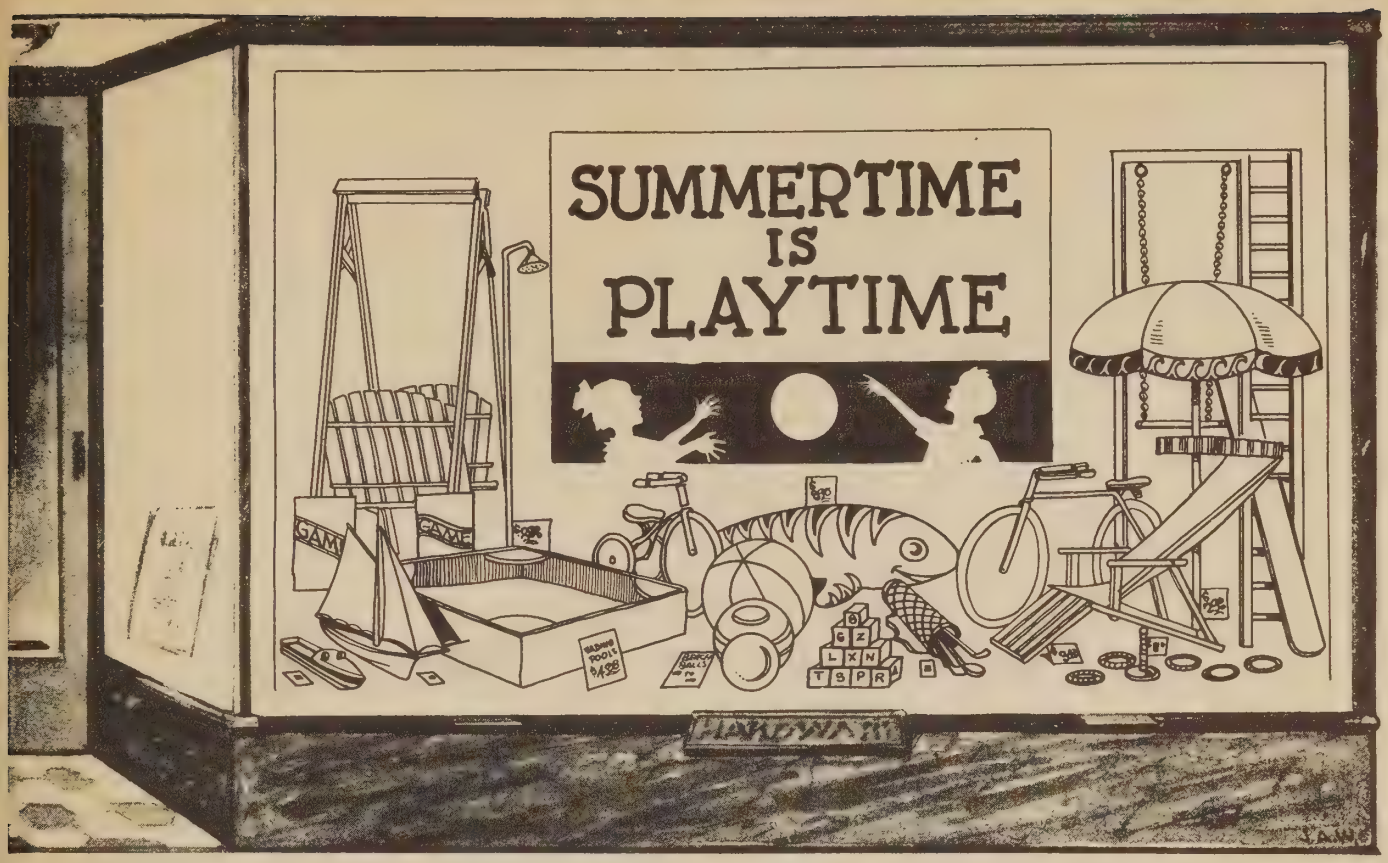


You Can Harness the Heat

HOWDY, Window Trimmers! Hot weather is still with us and there will be hot days yet to come. You can still sell comfort to a sweltering humanity. And here's a window the like of which you have not had in some time. It's a sprightly window, with lots of good humor in it, but aside from that it has a subtle and crafty train of thought running through it, said craft being something that makes minted money trot right up to your coin box.

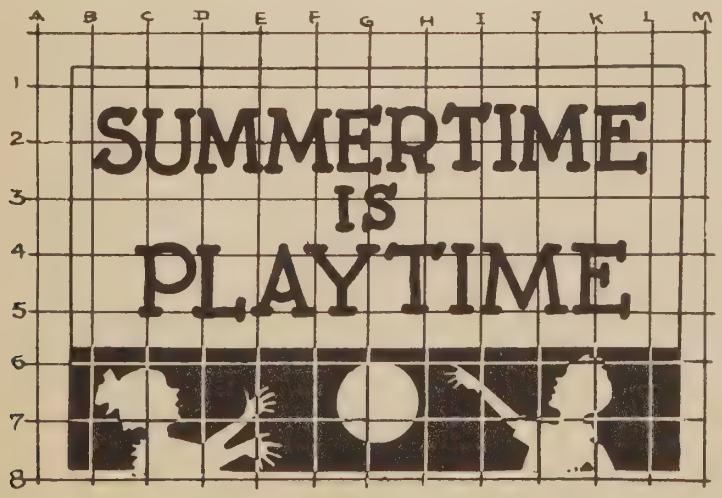
That happy husband in the bath can be made to appear very real by a couple of tricks. Get some artificial hair and glue to the head and then place a few pages of a newspaper in his hands and place the fan in position. Turn on the power and, zip! that bathtub seems to be off





with These Walloping Windows

for Bagdad like a magic carpet. Don't think the public will not stop and look and read. What hot and uncomfortable citizen would not respond to the suggestion of a bath, a cold drink, and ice cream? Snappy idea? You bet your life it is!



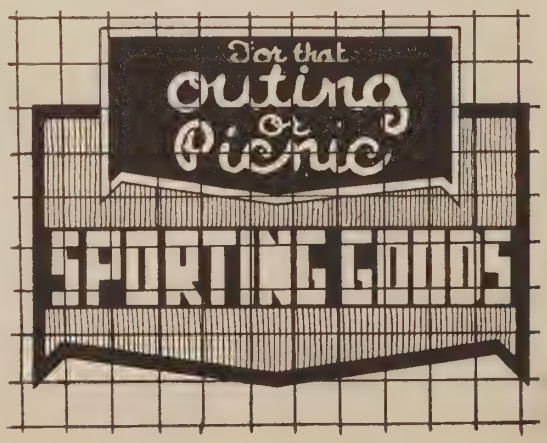
Kids will want play equipment for the back yard or lawn for some time yet. Here is the window you need to display this type of merchandise. Of course the usual chart is here presented to enable you to easily and accurately produce the large poster backgrounds. We have again indexed the lines forming the squares so that at any time during the process of drawing you can locate the spot where your pencil should be on the drawing. In making these posters simply determine the number of times larger your poster is to be than the chart shows, draw the same number of enlarged squares on your compo board and proceed.

More Power for Your

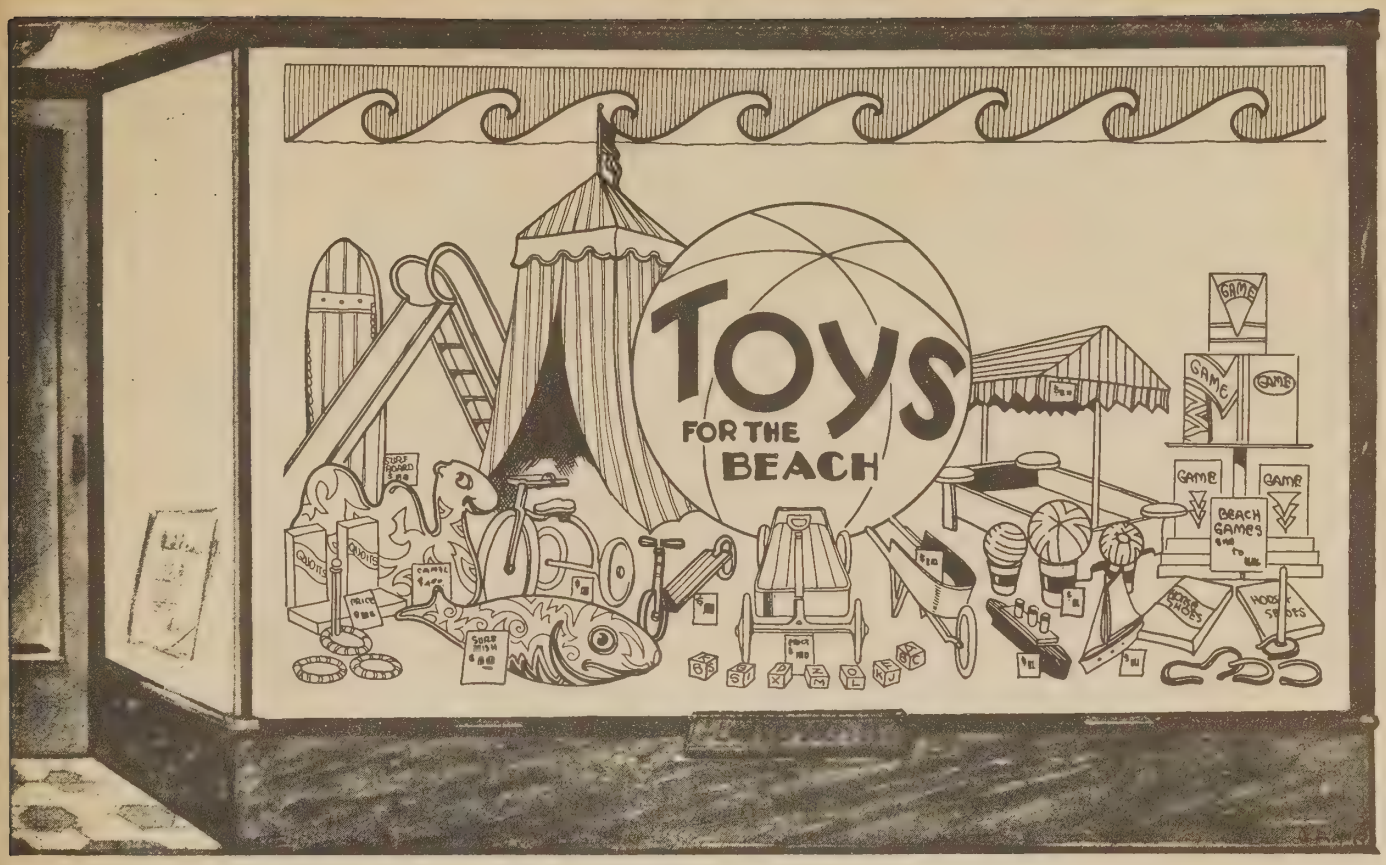
When the demand is on for seasonal merchandise is the time to push that merchandise to the limit.

To help you put this plan into practice, Hardware Age presents two layouts designed to get the most out of the demand for sporting goods and playthings for outdoor use.

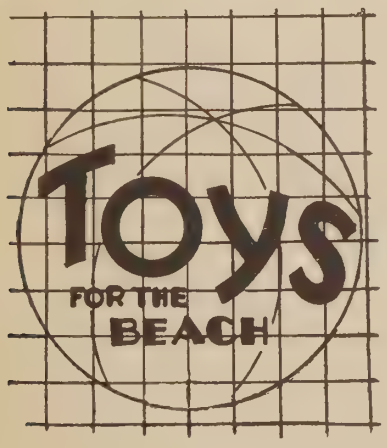
For the sporting goods window on this page, drape a tennis net across the top of your window at the glass. The central poster is charted and is made in the regular mapping way as described previously. Simply square off, in light lines, the large poster in the same number of squares and follow as in mapping a diagram. The choice of colors is the important thing in this poster and if the right shades are used a really attractive design can be produced. We suggest for the top part, where the lettering "for that outing or picnic" goes, a brilliant blue, midway between light and dark, making the lettering stand out in white. This same blue will do nicely for the border around the lower part and as a background for white letters "Sporting Goods." The shaded part should be a bright orange.



Now for the window of toys, wheel goods, and play equipment. The top trim is also charted for easy draw-



SEASONAL WINDOWS

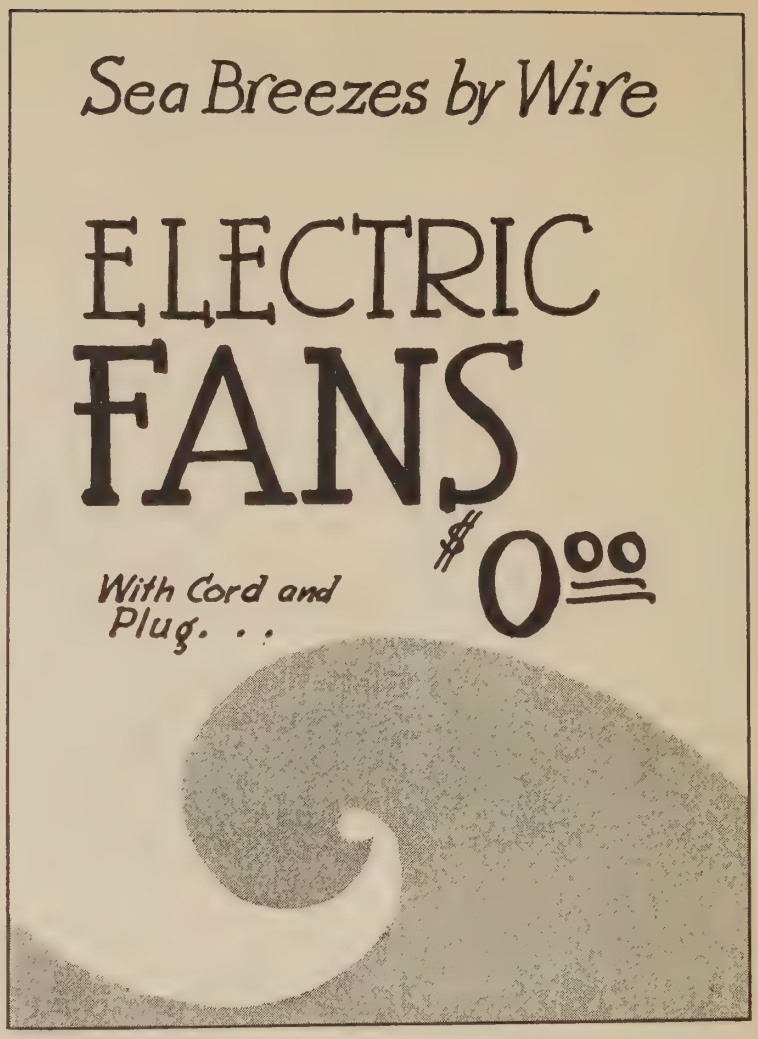


ing and may be cut from blue and white crepe paper, giving the effect of waves. The center sign may be made from compo board or, better still, a real large beach ball with the letters pasted on it. If you prefer the compo board sign, you will find the chart herewith from which to make your enlarged copy. A combination of blue and orange may be used on the sections of the ball. Lettering in white.

In making copies of the various posters shown in this series of window, it is a great convenience to index the lines forming the squares. In other words number them along the top 1, 2, 3, etc. and letter them, a, b, c, etc., down the side. This will avoid confusion, as you can instantly locate the part you are drawing.

With these two strongly attractive displays you will be able to make your store a headquarters for the line of merchandise that is at present occupying a large part of the public's attention.

This is one of a series of articles on original displays now running in Hardware Age.



The Hardware Age

TALKERTICKET

for August

by J. A. WARREN
Associate Editor, Hardware Age

AUGUST'S ticket problem is very similar to that of July. Hot weather is still with us and hot weather merchandise calls for the suggestion of coolness to be obtained by the buyer of your wares. This ticket uses the power of suggestion at the very beginning—the design. The "wave" at the bottom of the ticket reminds one of the cool breaker at the seaside. Right there thoughts of refreshing coolness enter the mind of the passer-by. Secondly, this wave is colored a cool sea green, which may be obtained by a mixture of green and white. If thin paper of the right color can be obtained, the "wave" may be cut from it and carefully mounted on the tickets; a task that can be performed by members of the family or staff.

Make a Guide

To make the placing and drawing of this wave easier it will be well to make a tracing of the design and transfer it to a piece of heavy cardboard and then cut that card out to the shape marked. This will provide a very handy guide for cutting the colored paper or painting the wave. Simply run a pencil line around the cut-out design on the cardboard.

The lettering should be medium blue on white, and if done with a speed ball pen is possible with the minimum of experience. These pens are usually available from stationery stores.

Make a generous supply of tickets for each window display, as the effect obtained with a repetition of these colorful cards is surprising. When you have once used them you will be enthusiastic for another window featuring them. Frequently you can make a window display appear entirely fresh simply by changing the ticket trim.

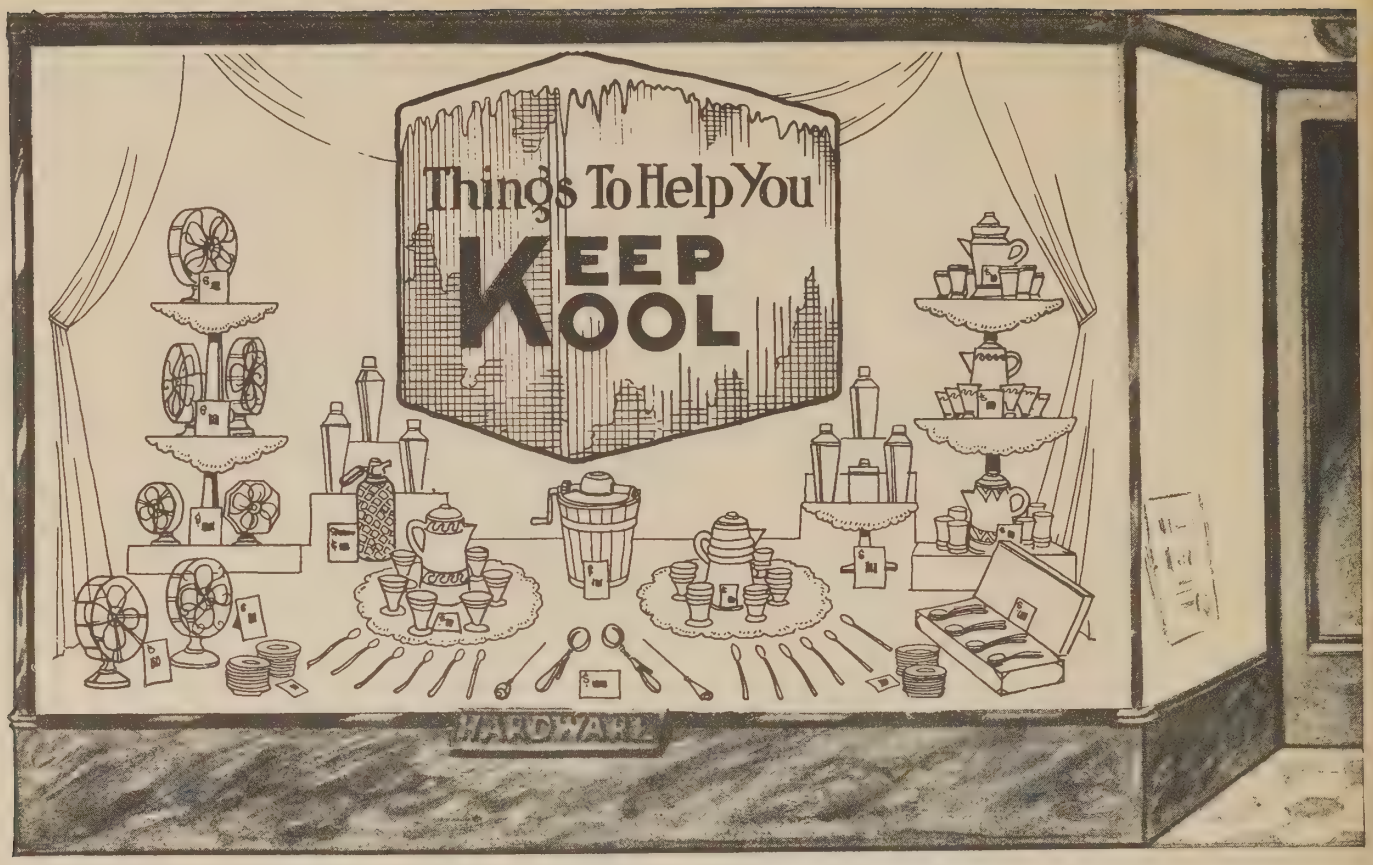
We have cautioned window trimmers many times about the choice of copy for these cards. See that it is SELLING copy. In the catalogs and manufacturers' advertising matter you will find many value-creating phrases that will help convince the customer that he will benefit by ownership of the article.

Choose these carefully and use them consistently. The percentage of sales you will make due to this cause will more than convince you of the value of this rule.

The Hardware Age Original Window Suggestions

HOT weather presents opportunities as well as problems to the window trimmer. Let us bring to bear all the power of suggestion possible in the direction of comfort and pleasure.

Electrical appliances and sporting goods answer these two requirements and it becomes our problem to arrange them in a pleasing and result getting manner. In the appliance window, labor saving and entertainment is a dominating suggestion. The proper color arrangement will make this window a charming attraction in hot weather. We will suggest medium blue and robin egg blue as our colors. They will, in effect, cool off the atmosphere several degrees and the customer will think of the merchandise in favorable terms. The central poster is a simple job for your sign writer, the owl being first sketched out on a piece of ordinary paper, the size wanted, and three tracings made as shown in our illustration. The rest is just a lettering job. This is all done in the medium blue, which should have brilliance to bring out the blueness. The really dark blue should be avoided as it will look too much like black. The side panels and the crepe paper tubings radiating from the center to the sides should be of the robin egg blue.

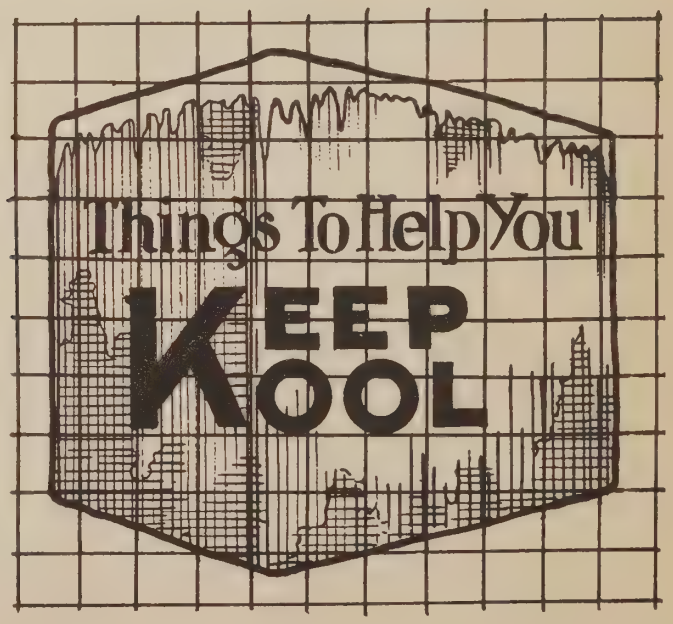


Show the Public how to . . . . Keep Cool and

WHEW! It's hot! Say, look at that refreshing window! Everything there to make one comfortable on a day like this.

Install this window and "you'll be hearing 'em" and "seeing 'em" too. It's easy to make, too. That cake of ice, for instance, can be made to look so realistic that you will surprise yourself.

On the opposite page you will find simple directions for producing this "block of ice" as an attention compelling poster for your hot weather window.



You Will Collect Customers

How to Make It

Here is way to go about it. Decide how many times larger than the chart herewith you wish to make the block of ice and draw the same number of squares upon your compo board and map the picture in just as you would a map. Remember how you used to make maps in school?

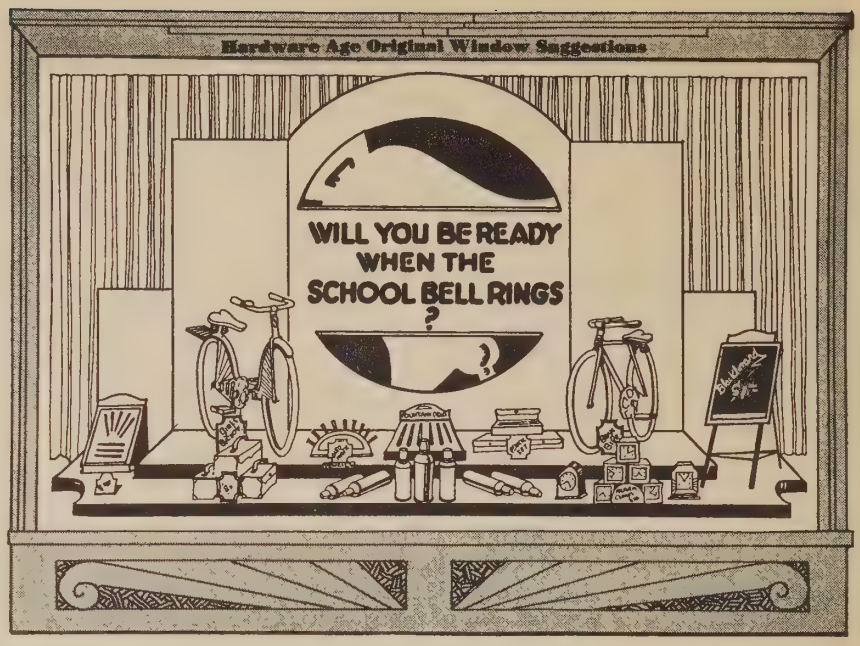
When you are ready for the colors, use this scheme: Give the entire cake, with the exception of the icicles, a tone of very light green, the vertical line shading a darker green and the cross-hatch a corresponding blue. When this is finished streak the block with white. This will give the illusion of transparency. Then proceed with your lettering. This will give you a window that the whole community will talk about. You'll hate that!

Here Is a Good One

For the backyard playground window, no chart is necessary. A really smart thing to do would be to get real weathered boards and construct a fence and paint the sign upon it crudely, as though children had done it.

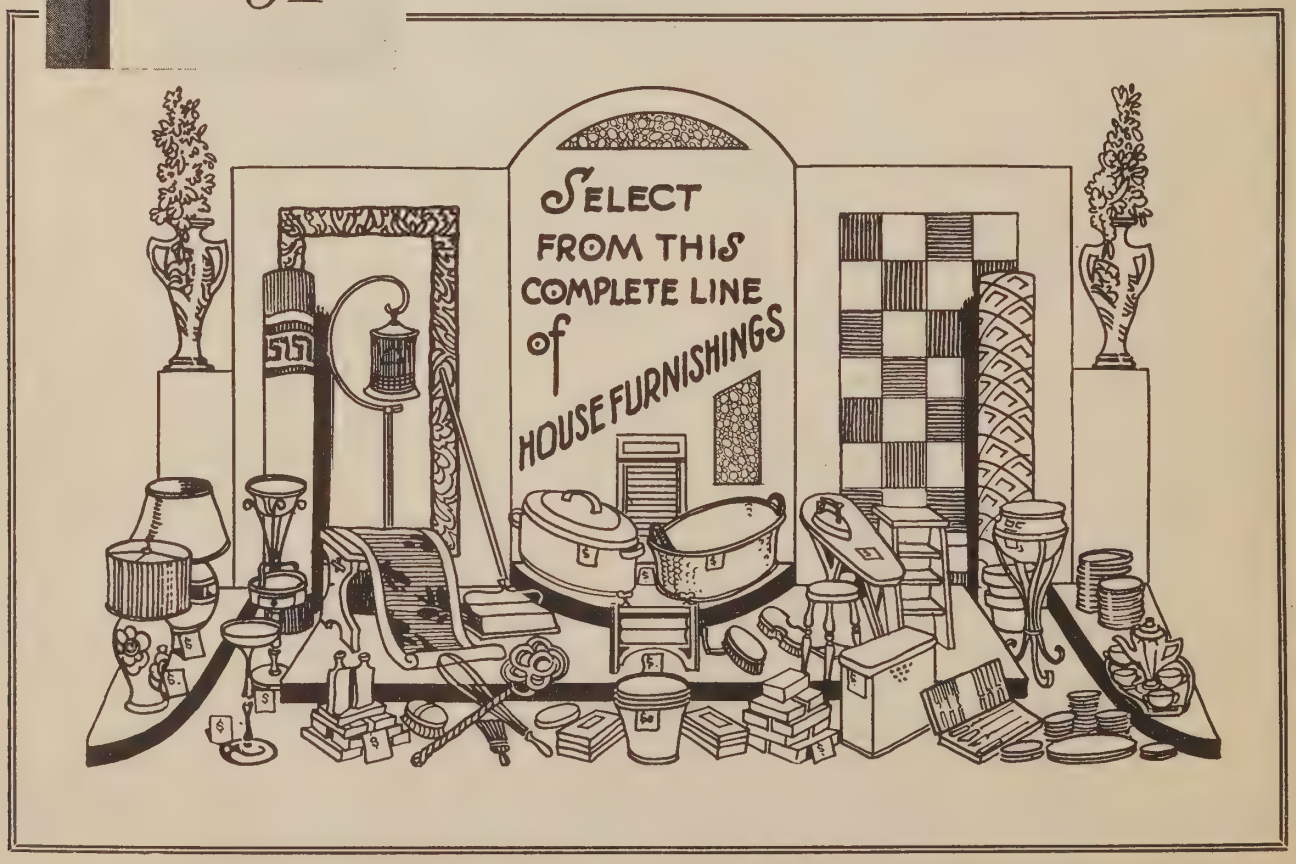
If preferred, it is a simple matter to make the background of compo board and have the lettering in any bright color desired. Some artificial grass on the floor would add realism to this window and also give helpful color to the merchandise. Don't forget the price tickets in these windows and make 'em give some useful information that will make papa's hand do a high dive into his cash pocket.

Cooler weather is approaching. The price ticket trim should reflect slightly warm colors. The color suggestion this month is a card having a very light tint of buff or ivory. The stripes down the left side should be orange and brown. The lettering may be black. Don't forget the importance of your copy in these tickets. Make it mean something to the prospect. Get out your catalogs and find the phrase that gives a good reason for owning the item. Of course, you want to sell it, but that is not a good reason for the customer to buy. Tell him why he will like it and he will be interested.



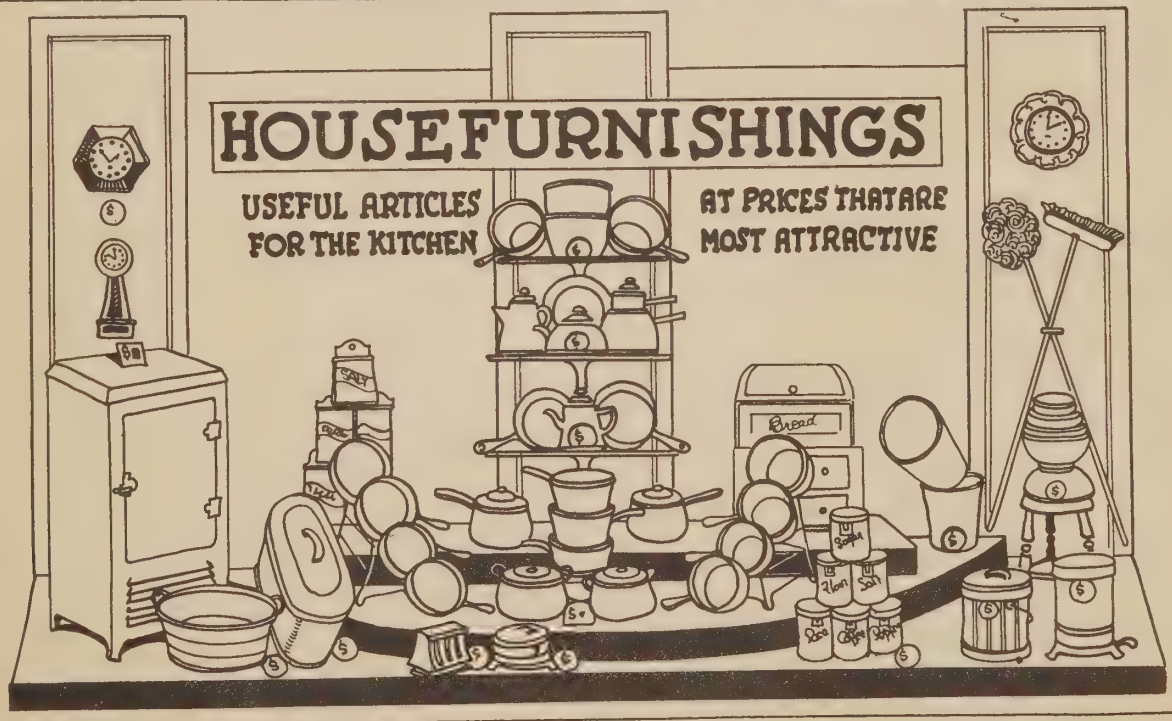
School Days Are Here Again

The HARDWARE AGE interchangeable fixtures are again used in these windows. You can have a sheet of instructions for building them for the asking. This window will take a little additional merchandise, but don't crowd it.



Hardware Age Original Window Suggestions

Hardware Age Original Window Suggestions



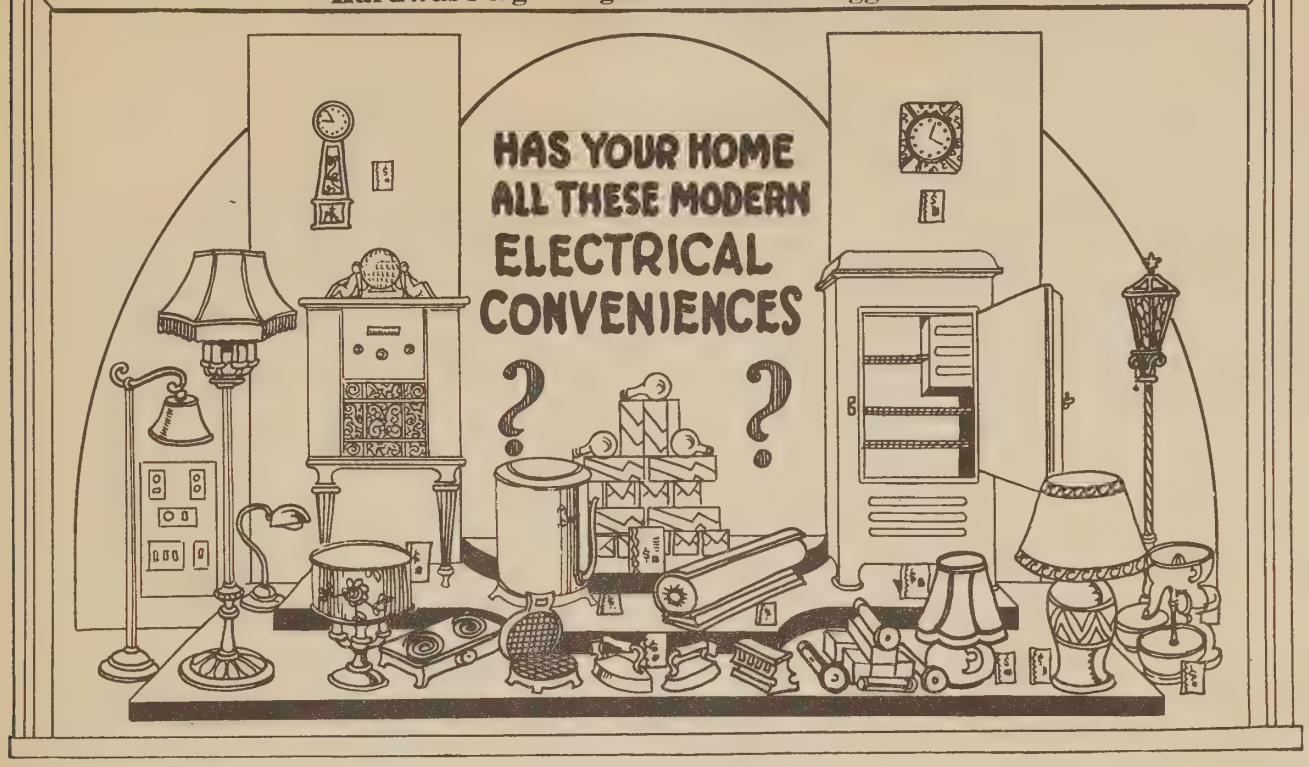
EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

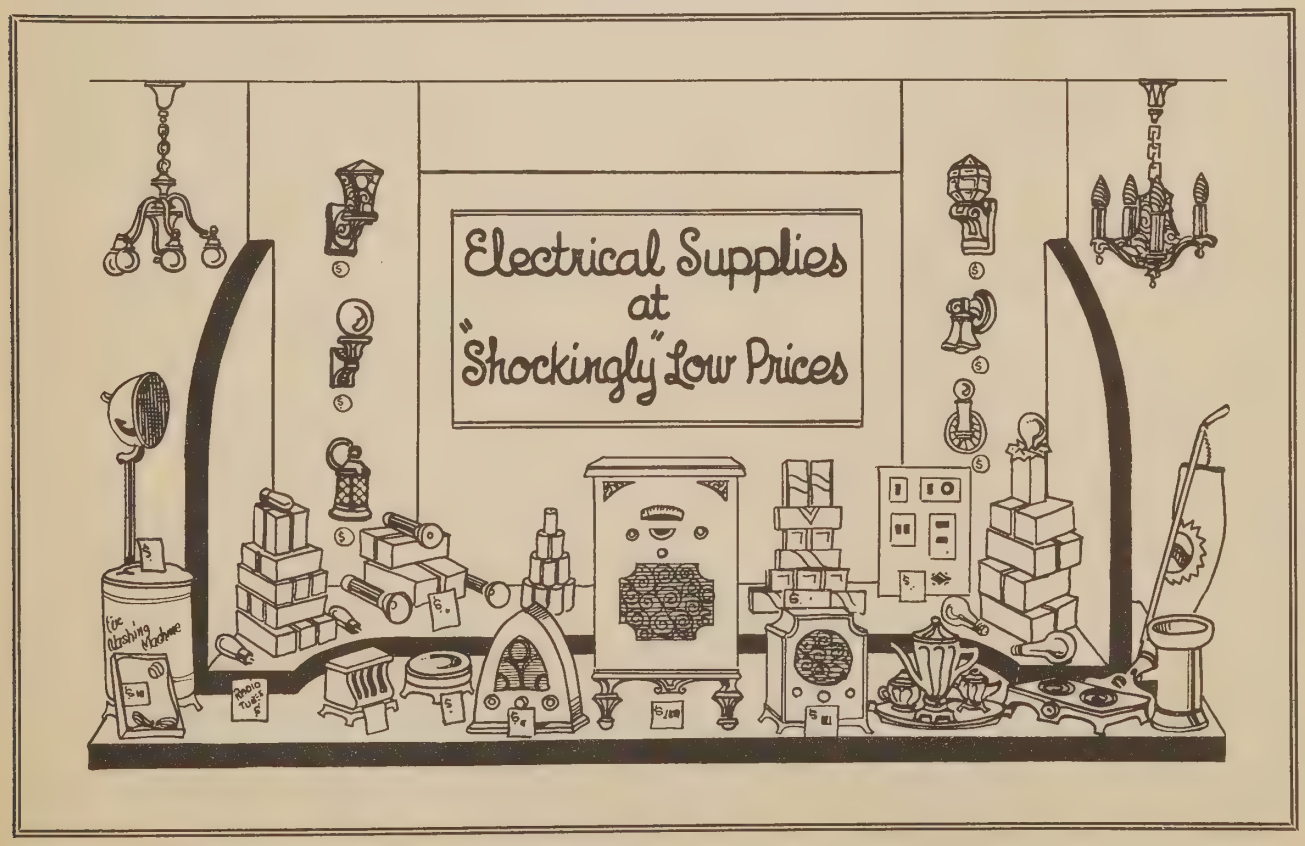
Making It Easy to Build High Grade Window Trims

FLEXIBILITY is one of the greatly to be desired features of the HARDWARE AGE interchangeable display fixture. Take, for instance, the windows illustrated for this week's suggestions. The tool window may be adapted to a window larger or smaller than the layout here given without greatly changing the plan. The small curved-side plateaus at the sides may be eliminated, making the window much narrower—or they may be set still further to the sides for a larger window. The large background panels may be swung inward for a still smaller space. Similar adjustments may be made on the cutlery layout. But the arrangement as it stands will serve most needs.

There are still a number of reprints of the article telling you how you may make these fixtures, and they may be had for the asking. Hundreds of retail dealers, large and small, have sent for these reprints. There are no conditions to this offer. It is a service to our live window trimmers.

The choice of colors will mean a great deal to these windows. For tool and cutlery items a solid black background will give the most pleasing and effective contrast. Tools and cutlery somehow always seem sharper and more precise when shown on black. A flaming scarlet for the lettering on the signs of this black background will give a striking display.



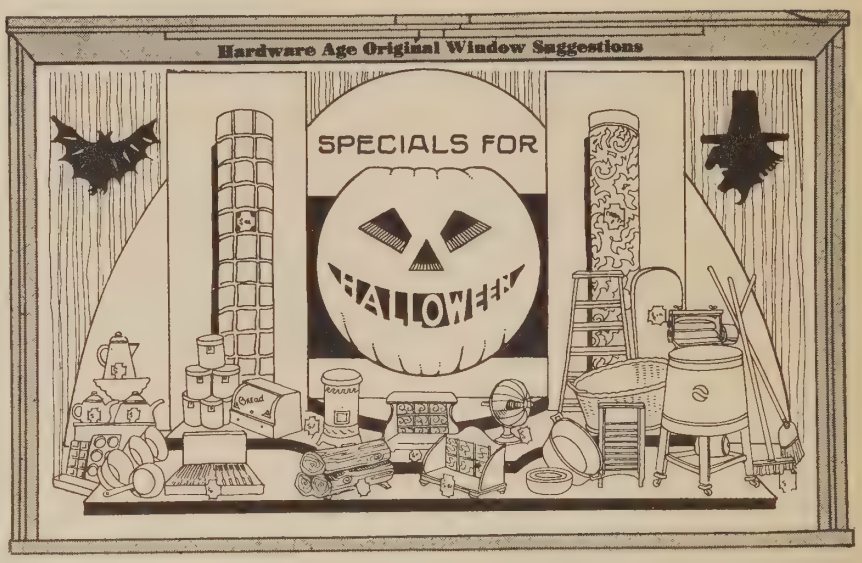


EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

Fall Hardware Windows Are Outstanding

THE average hardware store stock offers more opportunity for artistic and sales promoting window displays than other stores have at their disposal. Guns and ammunition, housewares that suggest cozy evenings at home; radio goods, games, etc., all create a desire for ownership.

Nature provides the decorative material and the suggestions for your color schemes. Autumn leaves and colors are the perfect properties for your window displays at this time; but here we must commence our planning. Merchandise, show cards and price tickets should be sufficiently in contrast to relieve the monotony of the color scheme. In the case of a dominating color of tans and brown, such as provided by autumn foliage, a generous number of white cards will help the window.



OCTOBER'S Talkerticket

The corners of this ticket painted in light sky blue will look well if the warm tans of autumn are used for the balance of the display. Brown or black lettering will be best. The prices could be in red. The card can be ivory or white. Remember to get real selling information in your price ticket copy.

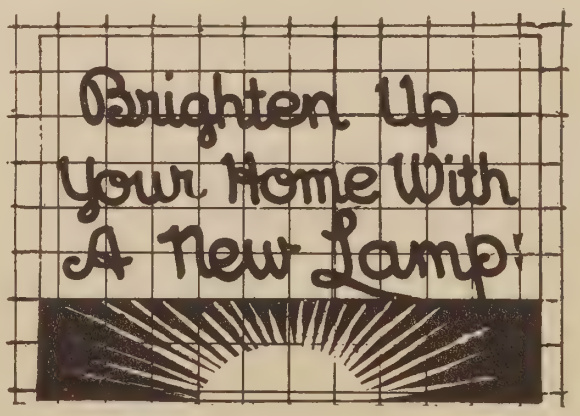
Coax Out the Cash With Brighter Windows

HOME is the big idea in this week's window display suggestions—more cheery light for reading, sewing, etc. Our poster for the window of lamps and fixtures is a bit unusual, being painted on transparent paper, with a good solid black so that the light will shine through the unpainted parts and, by contrast, emphasize LIGHT. This poster may, of course, be placed close to the glass.

Here again we urge the use of uniform style price tickets, that the repetition of size, shape and color scheme will get in its useful work.

More people are staying home evenings these times, and inviting windows displaying lamps, fixtures, shades, etc., are sure to get attention from passersby.

You will find the chart for making the posters printed herewith.

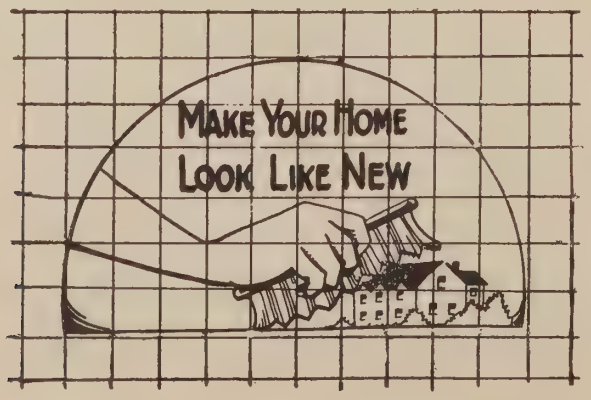


EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

It's Easy to Install Good Windows

Fall moving and house cleaning brings up the matter of housewares. This line is not always easy to display, and here our poster will do service in holding the display together. The valance at the back of the window and the streamers that run vertically is of crepe paper and may be in warm autumn colors, such as buff for the lighter color and brown for the dark. These colors will also serve for the poster lettering and illustration.

Here again we remind the window trimmer to give some extra thought to price tickets, making them in some unique shape or color scheme. In windows calculated to sell lighting items and cleaning equipment, of course, you will go the limit in having clean glass.



EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

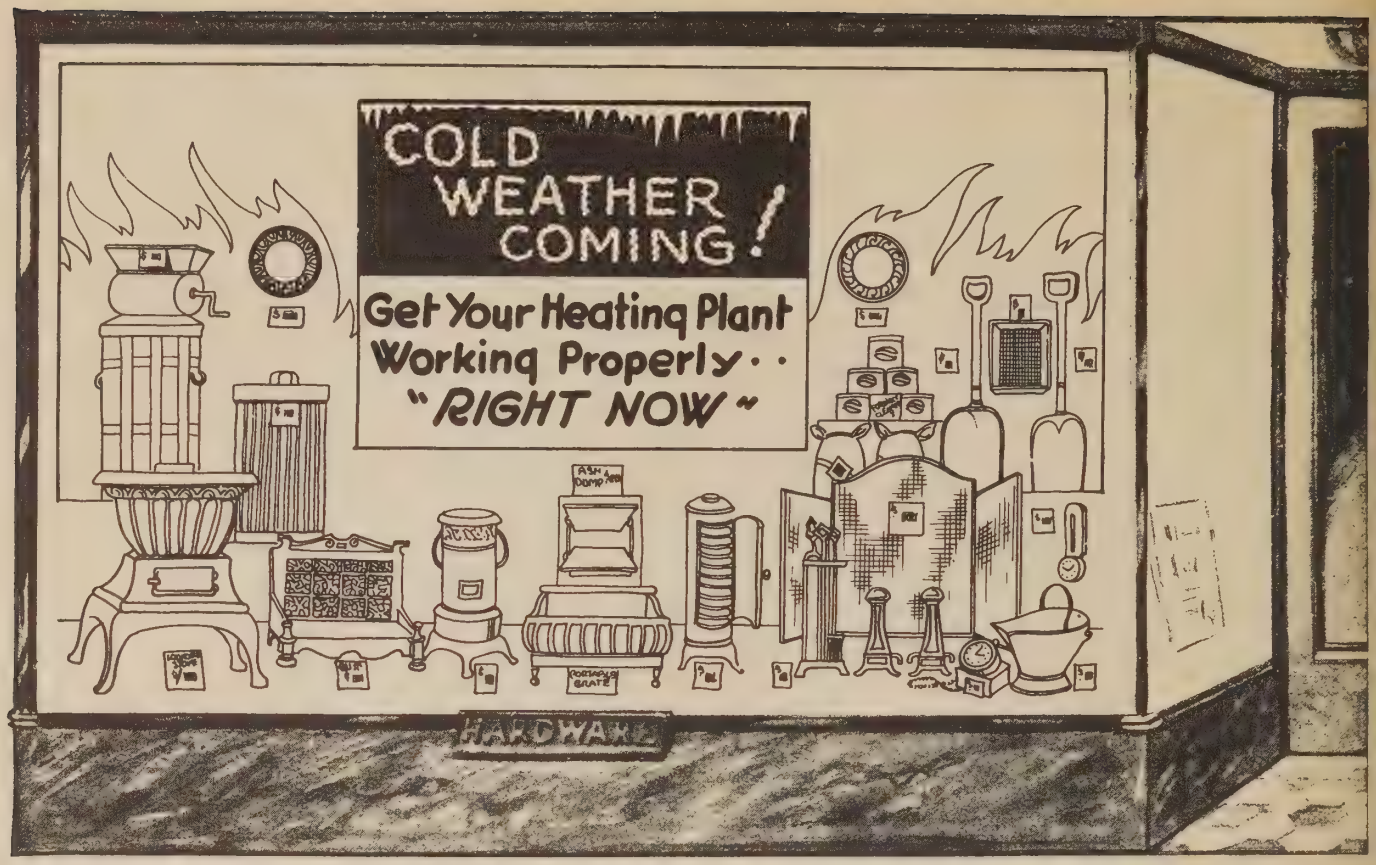
Window Wallop

What It Is—How to Obtain It

SOMEONE thought up the very expressive little word "It" to designate a certain something possessed by a comparatively few people. If you have even a small amount of this elusive quality you can reasonably hope for a slight edge over the other fellow. It is like that with advertising and window displays, but we prefer to call it "window wallop."

To do one thing at a time and to do it extremely well is the first aim of the window with a wallop. When you try to exhibit the entire stock of hardware in a window display you are simply saying to the public, in effect, "we carry a full line." Of course you do, but who wants to buy your full line? Better take a specific item or group of items, such as heating appliances or hunting goods, and devote the message to that definitely. The next week take another, such as housewares or paints, and get a definite message over on these. Thus you tell the public something that it will remember. You cannot remember a display which shows the whole stock—but you *do* remember that fine display of electric ranges or refrigerators you saw in the store on Main Street the other day.

Next thing to consider, now that we have decided upon a simple and direct arrangement, is a definite color scheme. Seasonal requirements as outlined here from time to time will guide you. For fall, generally, we will lean to warmer colors. But there are more definite influences even than that. For instance, a heating apparatus requires the suggestion of flame. Strong orange with yellow will produce the hottest color effect possible. Dark backgrounds will add to the effect of these hot colors. Picture satisfying warmth in the prospect's mind. Sell him comfort and he'll buy your stoves.



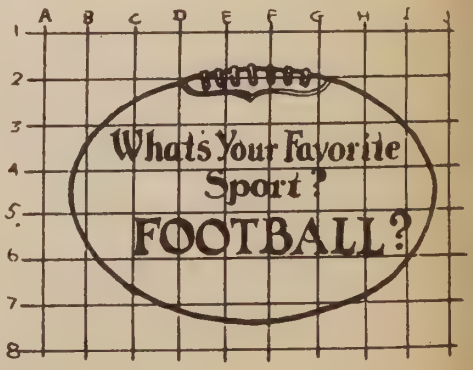
Cold Weather Ahead

BELIEVE it or not, one of these mornings you are going to rise from your cot to find things outdoors all white with frost. If you have prepared your window trims with a view to this emergency you will stir up a lot of activity in the cash register.

It's not a bit too soon to go after the customers for cold weather sales, and these windows are arranged for quick and inexpensive construction. Let's consider the trim on this page: That part of the background running clear to the top of the window is to be a buff backboard and the flames are bright red crepe paper cut out as shown in the illustration. Against this warm background the central poster should be done in two colors: the top part in dark blue with "shivery" lettering; the bottom half may be in red lettering on white. Here you have a very striking setting for the merchandise offered.

The ash can, sifter shovels, etc., are, of course, displayed on boxes covered with crepe paper. Try to follow the layout here given, because it is planned to give you a correct balance and an inviting looking display. It will pay in results.

The price tickets can play a very important part in this window, if you work out a pleasing design in the colors of the trim.



—Here's Snap for Trims

Suppose you paint a wide border (about one-half inch) on uniform sized cards. This border could be dark blue on the top and half way down the sides; the lower half could be orange. Within this border letter, in speed-ball lettering, a clear and appealing message. You will get a lot of kick out of the good appearance of these tickets. A dozen or so price tickets all shouting your sales message can put pep in your business. Use more of them.

Our fall sporting goods window is one that will give you an unusual display. Set up a pair of real goal posts and suspend a large football, drawn from our easy-mapping chart. This football should be done on buff compo board. The deer head, if unobtainable, may be changed for a nice hunting picture, or something similar can be used.

With these two windows originally planned for you, be sure to back them up with newspaper space and store displays. If you cannot reach your trade through a regular newspaper, use direct mail advertising. It is the three mediums working together that make the change tinkle in the cash drawer.

Iowa Reader Says Hardware Age Better and Better

CHARITON, IOWA.—May we take this opportunity to tell you that your always excellent magazine is growing even better. It is full of the most helpful articles and ideas. That series of collection letters alone is invaluable. Diagrams of timely windows and photographs of actual trims are also most helpful.

It is all very, very good and we would not be without HARDWARE AGE.

TUTTLE HARDWARE COMPANY,
(Signed) *Elizabeth Tuttle.*

Reflecting the Seasonal Side of Window Displays

Our winter sports window calls for a very large poster done in medium blue lettering, but to take the "chill" from the display, get some bright orange into the poster. The sweaters on the figures skiing will do the trick nicely. That will be sufficient.

Don't forget to paint a valance across the top of the window to represent icicles. This window leaves room for more merchandise to be arranged in front of the poster, but should not be overcrowded.

The use of plenty of light is more than ever important at this time. Your store windows well lighted at this time will be more noticeable now than during the Christmas season when everyone made some effort to attract attention.

Price tickets should be in harmony with the windows in each case, both as to color and design. For instance, in the pre-inventory sale window orange discs would be very effective. Blue and orange tickets of another design would go well with the winter sports window.

In any event put real energy behind your effort to keep the ball rolling after Christmas and get off to a flying start in the new year.

HOW TO DRAW THE POSTERS

Decide how many times you wish to enlarge these pictures, then divide the space of your large sheet into the same number of squares and proceed to map out your design as per the copy. The indexing along the side and top are to assist in locating your starting points as you work.

Carve Yourself a Slice of Thanksgiving Profits Now

Your newspaper plays up the important things, but finds an appropriate place for the little happenings, too. It talks of seasonal things and those that interest most of its readers. You can do just that in editing a window display. If you are among the many who have adopted the use of the HARDWARE AGE original window display suggestions you will have noticed that they are arranged in that attractive rotation which takes care of these needs. This week's suggestions, for instance, feature Thanksgiving and fall sporting goods.

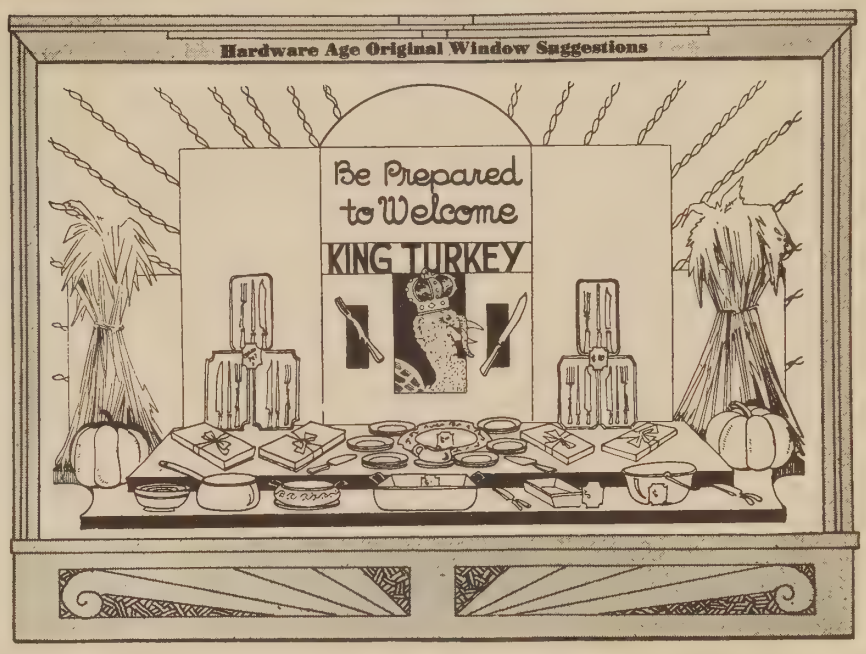
The Hardware Interchangeable Display Fixtures are used. Both windows have the same unit arrangement. The main panels at the back are three No. 1 units. The semi-circular piece is a No. 4. The floor plateaux are Nos. 1 and 2 with ends of No. 3 units. A sheet of instructions for building these fixtures is available for the asking. It will enable you to build them yourself or have them made inexpensively.

These fixtures permit a large number of different arrangements that make the installation of a window easily accomplished.

A novel idea was incorporated in the Thanksgiving window of Francis Bros., Reading, Mass., shown on this page. The menu card lists: Celery, choicest hickory (hickory handles): Olives (beads); Beets (Dewings chalk); Onions (paper, white); mashed potatoes (plaster Paris); Squash (yellow ochre); Roast Vermont Turkey (a football, deflated); Cider (linseed oil).

This merchant was simply supplying the humor so necessary in a newspaper to return to our simile. The humor column puts people in the receptive frame of mind where the advertising (your merchandise) gets across a definite message.

O.K., Mr. Editor, let's go after window circulation!



Kids Are Santa's Purchasing

CHILDREN are beginning to think about prospective presents from Santa Claus, and your windows giving early evidences of Christmas merchandise will attract their attention, which in turn will be promptly and continuously reported to parents. Children's preferences play a large part in the choice of Christmas gifts by the parents. So get to work on the children NOW. Think of your windows as missionaries to the kids, not merely direct selling agents.

Always Tie Up Your Displays With Your Advertising

EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

Agents—Appeal to Them NOW

Let's step into the Christmas parade all set to lead the procession. Half-hearted preparations will not put your store in the vanguard of those seeking trade. But an early start and plenty of attention to window displays will do a lot to direct attention to your wares.

Our toy window this week is easy to arrange. The central poster is just a sign writing job which you can turn out yourself or have a professional sign writer do inexpensively. Christmas colors and decorations will give the necessary atmosphere. There it is, start now.

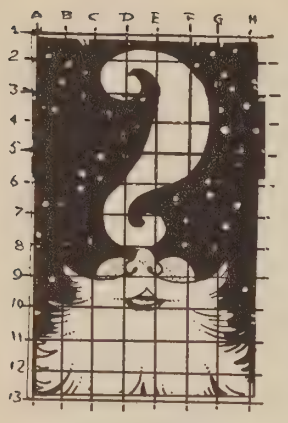
A companion window to the toy display is our winter sporting goods trim. Here again the poster is simple enough to be a sign writing job. Of course, much can be done with this poster by the judicious use of color.

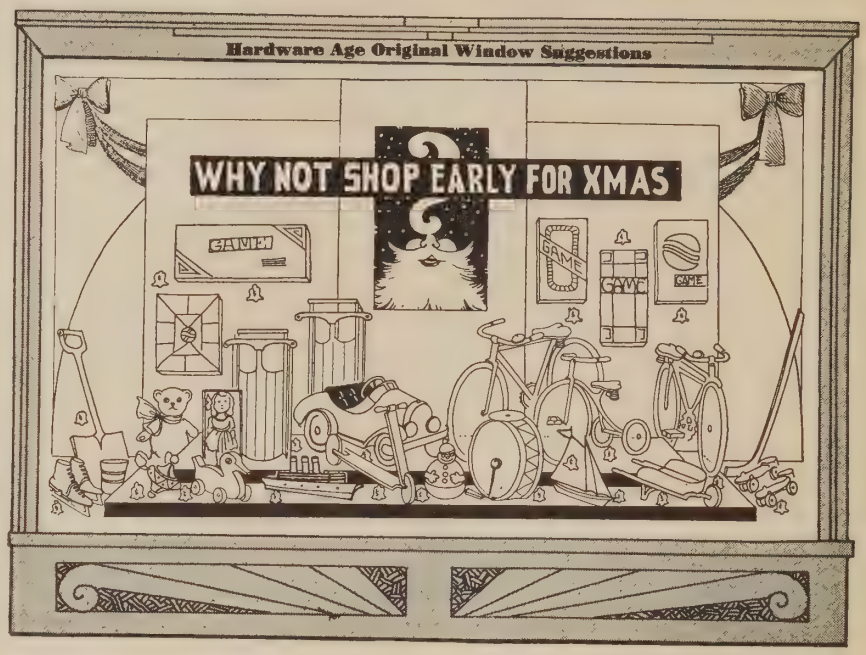
In both window displays it is increasingly important to include price tickets. People are now beginning to estimate the cost of their Christmas gift budgets, and price tickets play an important part. Not necessarily that prices have to be low. On the contrary many will stretch a point to buy some item that appeals, which, if no ticket were included, they would pass up, considering its possible price too high.

Our suggested windows will take on a Christmas atmosphere for the balance of the holiday season. There will also be a number of other ideas for Christmas merchandising. Watch for these and put them to work for you. They will help to add to your December total. All are economically planned and are worth while.

Watch for Christmas Merchandising Ideas

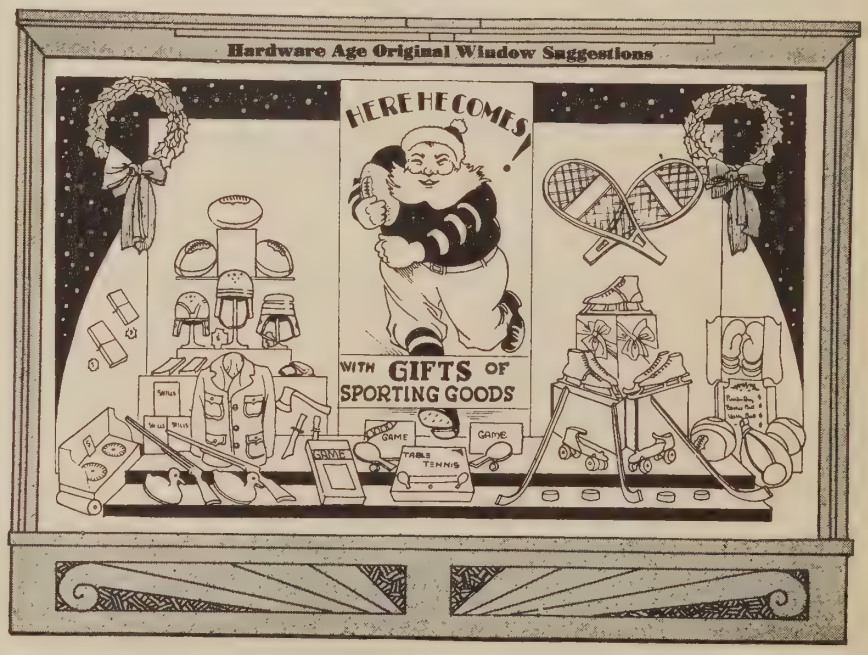
Let Christmas Windows Be Your Santa Claus





TEMPTINGLY arranged window displays will be responsible for many a happy Christmas morning this year. It is agreed that a number of people have the "jitters" about buying Christmas gifts this year, but the spirit of Christmas has been consolidating itself in the minds of people far too long to be so easily routed.

The desire to celebrate Christmas is stronger than any resolution to economize at this time. A little extra brightness and color in the shopping centers, a little more pleasing service, will cause most of your regular customers to "give over."



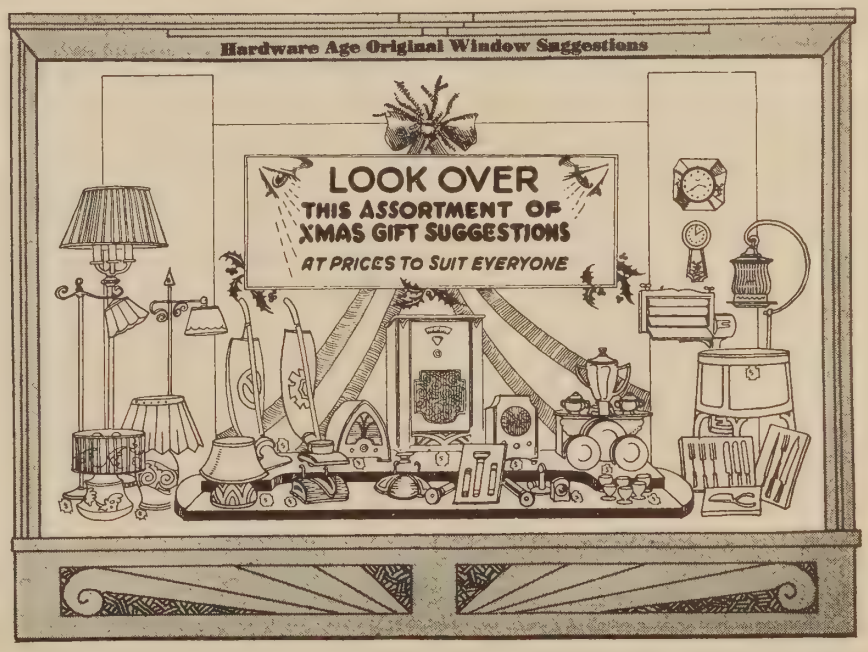
EFFECTIVE WINDOWS LEAD THE WAY TO HARDWARE PROFITS

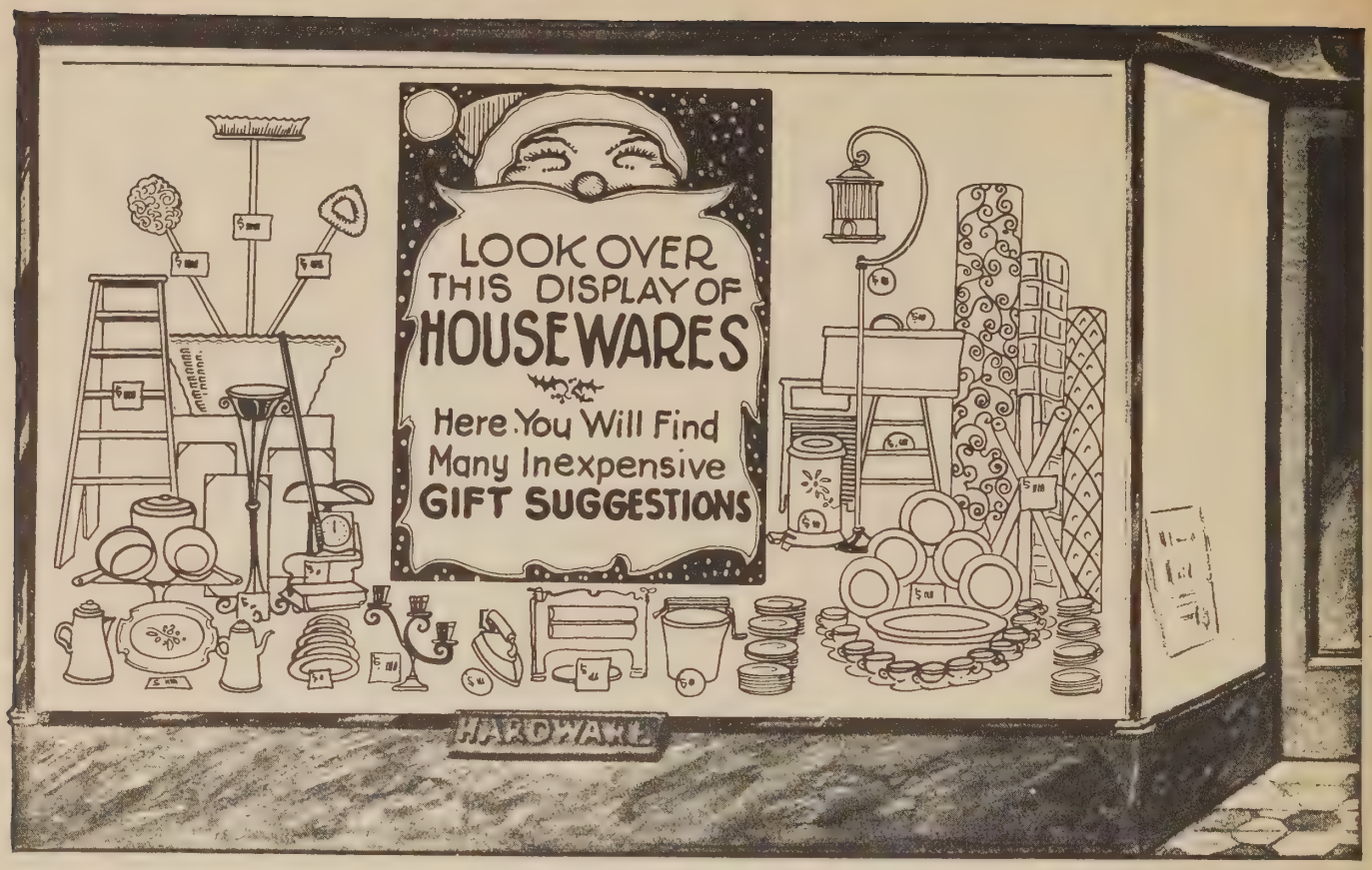
Getting Into the Christmas Picture

The original window display suggestions utilize the HARDWARE AGE interchangeable display fixtures, building instructions for which are available for the asking. Address the Window Display Editor. The large tree can be made of compo board and painted green, or better still, covered with green felt. Letters can be cut from orange felt and placed on the green. This will provide a very effective center.

The Talkerticket

The Talkerticket for this month could very well be like that illustrated. It is simple enough to make a master card, cut the shape of the tree. Place this master card on your sheet of white cardboard and draw a line, using the cut-out master as a guide. A jar of green show card color and a little time and you have a set of Talkertickets that will add greatly to your window trim. Be sure to prepare your copy for these cards with the idea of their selling power. Get value creating phrases into them.



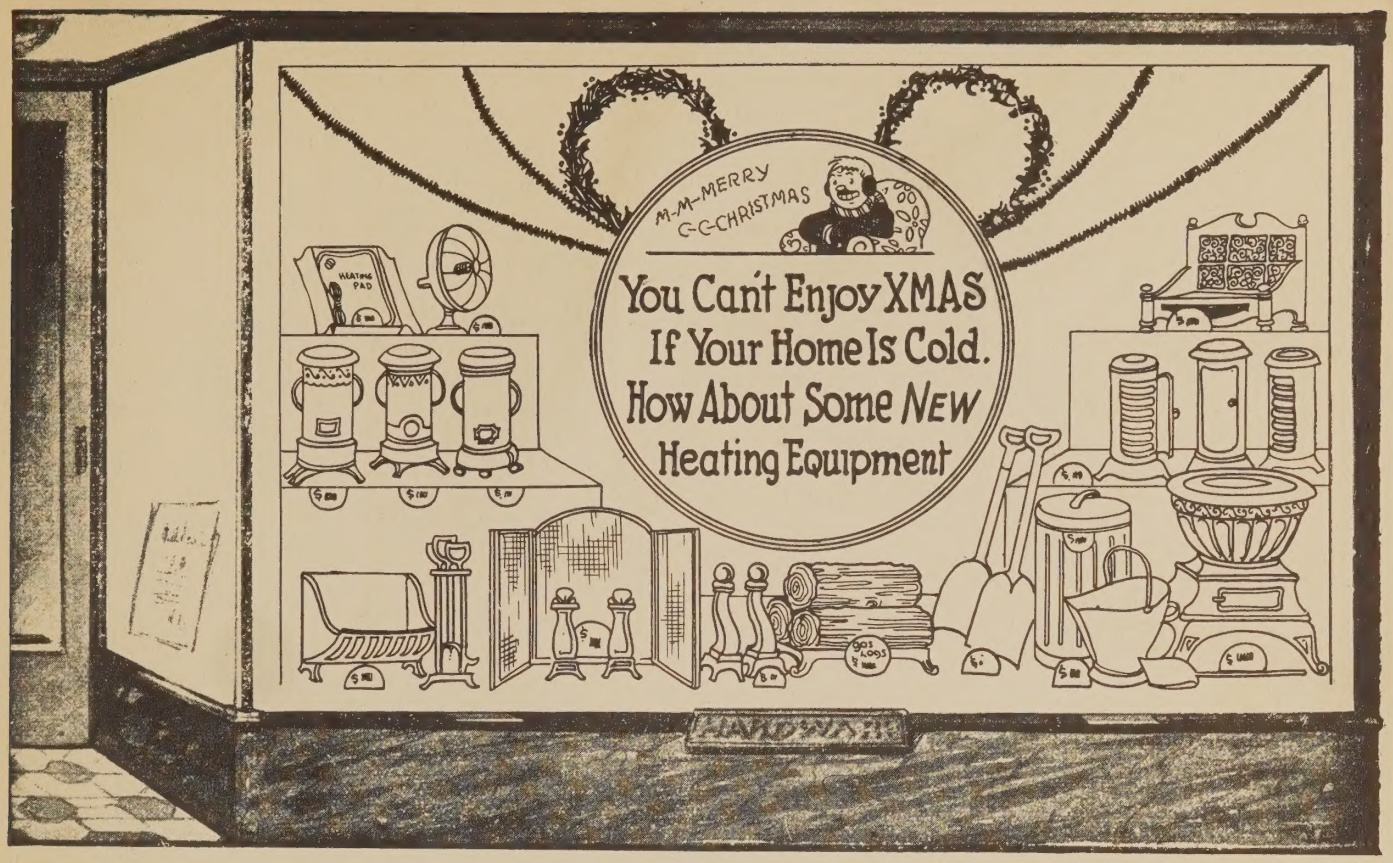


Now, One More Shot at

THIS Christmas will, or should be, a better opportunity for the hardware dealer than ever, since useful gifts will, in most cases, take the place formerly occupied by gimcracks. The price range to be found in the hardware store is wide enough to satisfy the requirements of most people, which is another reason why a good Christmas trade total should be expected.

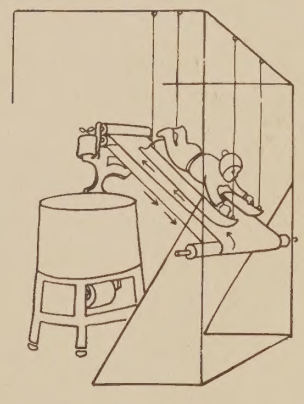
At Christmas time, no matter how much money customers have to spend for gifts, a certain amount of apportionment of funds must be made. Therefore, price tickets are of paramount importance. They help the shopper to make a rapid mental calculation of his or her funds and tend to aid in the decision to buy. Have your price tickets neat, legible and informative. An additional help in making price tickets effective is to have them uniform in shape and color scheme. The repetition of these features in a price ticket throughout a window display will act as just that many points of contact with the customer's attention.

Charts are provided for the posters. The color plan for the housewares poster calls for dark blue background with the white spots to suggest snowflakes. Red for the hat and the lines "housewares" and "gift suggestions," and the balance of the lettering may be blue. The same colors may be used for the other window featuring heating apparatus. This heating window is, as shown, built up with boxes covered with red crepe paper, to give the suggestion of warmth and comfort.

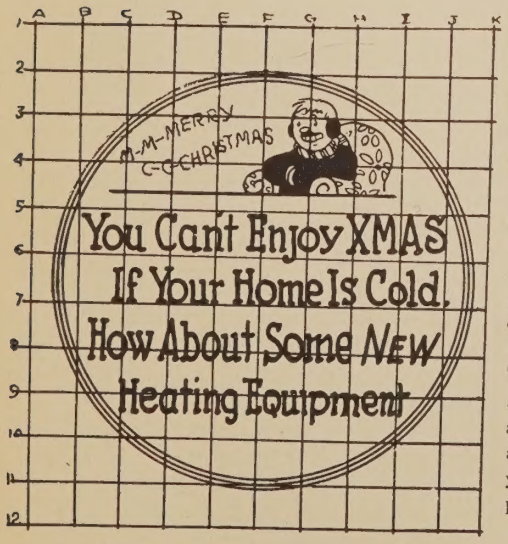


Christmas Trade

Above all, don't neglect the matter of LIGHT. If you would get the most from your windows, be a spendthrift with light. Nothing shouts louder or more effectively.



This is what the action display will look like when completed according to directions below. It may be built flush with the background of a window.



HOW TO DRAW THE POSTERS

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Another Good Action Display!

HERE is an idea which will suggest a boy coasting down a hill on a sled. Hook up an endless belt, made of oilcloth, to which cotton may be pasted, to an electric wringer. The other roller can be fastened to the front end of the frame.

A small sled of corresponding size to the width of the roller can be made from cardboard and a small light doll fastened to it. The sled can be fastened to the top of the frame with thread, as shown in the sketch, allowing it to swing clear of the belt, just a small space being left between them.

When it is about to be set up and started in motion, branches of evergreen trees should conceal the mechanism.

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